

Mason Rose Expands Representation for Savoy Signature Collection in Madeira, Welcoming Two Prestigious Landmark Hotels from Their Impressive Collection: Saccharum and Savoy Palace.

September 2024 — Mason Rose, a leading international sales, marketing and communications representation agency for travel and hospitality, is thrilled to announce the expansion of its partnership with Savoy Signature, a renowned collection in Madeira, Portugal, known for its seven luxury hotels and resorts with a strong local heritage. Having managed the communications for The Reserve since before its grand opening in January 2024, Mason Rose is now proud to add two more of the group's stunning properties to its portfolio: Saccharum and Savoy Palace.

NEW REPRESENTATION DETAILS

This September, Mason Rose enhances its luxury portfolio with the addition of Saccharum, Savoy Palace, and The Reserve. These exceptional properties, deeply ingrained in Madeira's rich hospitality landscape, are celebrated for their authenticity and longstanding reputation. Nestled in the breathtaking landscapes of Madeira, each hotel offers something unique to different travellers: Saccharum is a tranquil retreat emphasizing wellness and serenity, ideal for those seeking rejuvenation and relaxation; Savoy Palace delivers timeless sophistication and classic with a fusion of modern luxury; and The Reserve is renowned for its personalized boutique service and exclusivity. Together, these hotels provide an unparalleled blend of genuine local charm and world-class amenities, establishing them as pillars of the region's luxury accommodation.

Saccharum Saccharum, located on Madeira's sunny southwest coast in Calheta, is a luxurious retreat dedicated to relaxation and well-being, with sustainability at its core. Named after the Latin word for sugar cane, the hotel honors the island's sugar cane heritage, blending natural materials like wood and stone with modern design elements.

The hotel features beautiful rooms and suites, designed by Nini Andrade Silva, combining contemporary aesthetics with traditional Madeiran touches. Many rooms offer private balconies with stunning views of the Atlantic Ocean or the surrounding mountains, creating a peaceful atmosphere for guests. The hotel also offers 10 rooms with a private plunge pool.

Savoy Signature

Avenida do Infante, nº25

9004-542 Funchal | Madeira Island | Portugal

savoysignature.com

Saccharum's spa, inspired by Ayurveda, provides a haven of tranquility, offering a range of sensory treatments to rejuvenate the body and mind. The spa includes a heated indoor pool, sauna, Turkish bath, and Vichy shower, all designed to promote relaxation and well-being.

Dining at Saccharum is a celebration of local and international flavors, with four diverse options including the fine dining **Alambique Restaurant** and the casual **Engenho Restaurant**. Guests can also enjoy ocean views from the **Fly Lounge Bar** or savor fresh and healthy, locally sourced dishes at **Trapiche Restaurant**. Lastly, **Calhau Beach Club** is the meeting point for one of the best sunsets on the island. Embraced by Saccharum's design hotel vibe and right on the beach, it is a spot guaranteed for fun, in a cozy atmosphere full of exoticism.

The hotel's infinity pool offers breathtaking views of the Atlantic, while its commitment to eco-friendly practices is evident throughout, from energy-efficient systems to sustainable materials. Saccharum is a model of sustainable luxury, offering a serene escape that respects and preserves Madeira's natural beauty.

Savoy Palace

Savoy Palace is a luxurious five-star hotel, member of the Leading Hotels of the World, that seamlessly blends modern elegance with timeless sophistication. Nestled in the vibrant heart of Funchal, Madeira, this architectural gem offers spacious and stylishly appointed rooms and suites, each meticulously designed by the acclaimed RH+ Architects and renowned interior designer Nini Andrade Silva. The rooms are adorned with custom furnishings, rich textiles, and elegant marble bathrooms, all reflecting the island's lush landscapes and intricate cultural heritage.

The hotel boasts an impressive range of amenities, including five distinct restaurants and bars that offer an exceptional gastronomic experience. From the gourmet **Galáxia Skyfood Restaurant**, perched on the 16th floor, offering a menu inspired by the island's diverse flavours, to the relaxed ambiance of the **Terreiro Concept** restaurant, where guests can savour traditional Madeiran and Portuguese dishes, every dining venue is a celebration of both local and international cuisine.

Savoy Palace's expansive Laurea Spa is the largest in Portugal. Inspired by the island's Laurissilva forest's natural beauty, declared UNESCO patrimony, the spa features 11 treatment rooms, a vitality pool, a sauna, a steam room, and a Himalayan salt room, providing a sanctuary of tranquillity and rejuvenation. The hotel's rooftop infinity pool, one of four swimming pools on the property, offers breathtaking panoramic views of the Atlantic Ocean, the city of Funchal, and the surrounding mountains, making it an ideal destination for those seeking a serene and opulent escape.

The Reserve

After a day of exploring Madeira, retreat to The Reserve, an exclusive boutique hotel within the renowned Savoy Palace in Funchal. As part of the prestigious Leading Hotels of the World, The Reserve is a luxurious sanctuary in one of the world's top island destinations and wellness havens.

Designed to exceed the expectations of discerning travellers, The Reserve offers spacious suites and private residences with stunning 360° views of the sea and mountains. Each accommodation is a haven of luxury, featuring bespoke furnishings, high-end amenities, and private terraces or balconies that immerse guests in Madeira's natural beauty.

A hallmark of The Reserve is its commitment to personalized service. From the moment of booking, guests enjoy a bespoke experience tailored to their needs. A dedicated Guest Experience Personal Assistant (GEPA) ensures a seamless journey, arranging everything from private excursions to exclusive dining reservations, making your stay truly exceptional.

The Reserve offers exceptional dining experiences with its **Jacarandá Club**, where Mediterranean flavors meet elegant ambiance, and **NIKKEI Restaurant**, a fusion of Japanese-Peruvian cuisine in a sophisticated setting.

Guests of The Reserve also enjoy priority access to all the facilities of Savoy Palace, including the expansive Laurea Spa, fine dining options, and the breathtaking rooftop infinity pool.

UNIQUE EXPERIENCES AND SERVICES

Saccharum, Savoy Palace and The Reserve are designed to offer guests a unique and immersive experience of Madeira's natural beauty and rich cultural heritage. Guests at Saccharum can explore the island through curated experiences such as a Local Food Workshop and many sea and land activities as guided tours of Madeira's famous levadas (irrigation channels), while Savoy Palace and The Reserve offers exclusive access to the island's best-kept secrets, from private yacht charters to visiting famous wineries.

As part of Savoy Signature's commitment to providing personalized service, guests at the three properties will have access to tailored concierge services, ensuring that every aspect of their stay is seamlessly curated to their individual preferences. Whether it's arranging private dining experiences, wellness retreats, or adventure excursions, Savoy Signature is dedicated to delivering unforgettable memories.