

World Tourism Day



Digital Agenda and Artificial Intelligence to Redesign Tourism

27.09.2026

Welcoming endeavour with distribution of giveaways to tourists (bananas, flowers and candy necklaces) at the Official Tourism Information Desks

MUSICAL PERFORMANCES | FOLKLORE GROUPS

Funchal

- 11:00 Camacha Folklore Group | Praça do Povo
- 13:00 Monte Verde Folklore Group
Avenida Arriaga central walkway
- 15:30 Quinta Grande Cultural and Recreational Folklore Group | Praça do Povo

Other Municipalities

- 12:15 Community Centre of Santana Folklore Group
Santana's typical houses at the Santana Town Hall
- 14:30 TRAGA Folklore Group
Cristiano Ronaldo's International Airport Arrival area (outdoors) | Santa Cruz
- 15:30 Community Centre of Porto da Cruz Folklore Group | Cristiano Ronaldo's International Airport Arrival area (outdoors) | Santa Cruz
- 15:30 Ponta do Sol Folklore Group
Avenida 1.º de Maio | Ponta do Sol
- 16:30 Porto Santo Folklore Group
Largo do Pelourinho | Porto Santo

MUSEUMS (Free Admission)

26th September (Saturday)

Funchal

- Quinta das Cruzes Museum
- Frederico de Freitas House Museum
- Madeira Photography Museum | Atelier Vicente's
- Funchal Electricity Museum

Ribeira Brava

- Madeira Ethnographic Museum

Calheta

- Mudas. Madeira Contemporary Art Museum

Porto Santo

- Columbus House Museum

27th September (Sunday)

Funchal

- Funchal's Natural History Museum

Machico

- Whale Museum

CULTURAL CENTRES (Free Admission)

26th September (Saturday)

Funchal

- Santa Clara Convent

Ponta do Sol

- John Dos Passos Cultural Centre

São Vicente

- Solar do Aposento

Porto Santo

- Brum do Canto Museum Centre

GARDENS (Free Admission)

27th September (Sunday)

Funchal

- Madeira Botanical Garden
 - Guided tours in English at 10:00 am and 3:00 pm (maximum of 30 participants). Pre-registration is required through the following form: <https://forms.cloud.microsoft/e/41jsTaJbC3>

Santana

- Pestana Quinta do Arco Rose Garden | Arco de São Jorge

OTHER ACTIVITIES (Free Admission)

27th September (Sunday)

Ribeira Brava

- Madeira Sports Centre
 - One hour of free access to a sports activity of your choice

Calheta

- Sociedade dos Engenhos da Calheta | Rhum Distillery

Machico

- Fórum Machico
 - Guided tour

Santana

- Madeira Theme Park
 - 20% discount on the admission ticket

Porto da Cruz

- Engenhos do Norte | Rhum Distillery
 - Guided tour

Porto Santo

- Porto Santo Golfe
 - Guided tour followed by a golf experience for beginners
- Porto Santo Cultural and Conference Centre
 - Guided tour and presentation of the activities

Note: Programme subject to change