



GUEST EXPERIENCE GUIDE



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| ISSUE NO 1 | - CURATED RECOMMENDATIONS BY SENHORA DA ROSA, TRADITION & NATURE HOTEL

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WELCOME TO SÃO MIGUEL

WRITTEN BY OUR GUEST EXPERIENCE MANAGERS

Welcome to Senhora da Rosa, Tradition & Nature Hotel, where timeless Azorean heritage meets the serene beauty of São Miguel Island. Whether you've arrived in search of relaxation, adventure, or a little of both, this guide is your companion to an unforgettable stay.

ABOUT THIS GUIDE

In the pages that follow, you'll find everything you need to make the most of your stay from the story behind Senhora da Rosa, to local trails, beaches, family activities, and our handpicked recommendations for restaurants and unique experiences across São Miguel Island.

To ensure you don't miss out on your favorite activities, spa treatments, or dining spots, we kindly recommend making reservations in advance. Our team is always happy to assist you in planning every detail of your visit.

DISCLAIMER

The information provided in this guide is intended to help enhance your stay and assist in planning your activities. While our Guest Experience Managers are delighted to assist with planning and booking activities, all third-party services, such as tours, car rentals, and freelance professionals, are operated independently.

These providers are not affiliated with Senhora da Rosa, Tradition & Nature Hotel. Therefore, any arrangements made with them are at your own discretion, and the hotel is not responsible for their service quality or any resulting issues or claims.

OUR HISTORY



OUR STORY: ROOTED IN TRADITION, REIMAGINED FOR TODAY

Senhora da Rosa, Tradition & Nature Hotel, is more than a place to stay—it's a lovingly restored legacy. Originally an 18th-century farm where oranges were once harvested daily, the estate has long been a part of São Miguel's rural heritage.

In 1994, it became a family-run inn, and decades later, it was reimagined by the next generation with a vision to blend timeless Azorean charm with modern hospitality.

Reopened in 2021 after a thoughtful transformation, the hotel now welcomes guests into a space where history lives in harmony with nature. From the preserved "cafuões" (Tranquility Garden Lodges) turned into private retreats, to the pineapple greenhouse heated plunge pool and gardens that echo the past, every corner tells a story of renewal, rooted in the island's soul.

"We hope Senhora da Rosa, with more than 200 years of history in the same family, with tradition and refinement in the art of welcoming, cultivating and respecting the land, becomes now, the "place" of your history, with us..."



HELPFUL INFORMATION

WEATHER

Thanks to its oceanic climate, São Miguel enjoys mild weather throughout the year. From April to September, expect pleasantly warm days with temperatures ranging between 20°C and 26°C (68°F–79°F) perfect for exploring the island's lush scenery, although the occasional shower may surprise you. During November to March, the weather turns cooler and wetter, with average temperatures between 14°C and 18°C (57°F–64°F). The rainy season is March and April, however, no matter the season, it's wise to bring light layers and a waterproof jacket

MONEY

The local currency is the Euro (€). Credit and debit cards are widely accepted in most shops, restaurants, and services across the Island. However, it's advisable to carry some cash, especially when exploring smaller villages or local markets. ATMs (locally known as "Multibanco") are conveniently located throughout the island and offer reliable access to cash.

SECURITY

São Miguel is considered very safe for travelers, with low crime rates and a welcoming local community. As with any destination, we recommend exercising standard precautions:

Keep personal belongings secure, especially in busy areas or when parking in remote sightseeing spots.

Avoid leaving valuables visible inside rental cars.

At the hotel, our team is available should you need any assistance or support during your stay.

National Emergency Number - 112

TIP

Tipping in the Azores is appreciated but not mandatory.

In restaurants, it's customary to leave a tip of 5–10% of the bill if the service is good.

For taxi drivers, rounding up the fare is a nice gesture.

Hotel staff (such as housekeeping or front-desk) will also welcome a small gratuity, though it is entirely at the guest's discretion.

PLACES TO VISIT



DAY 1- SETE CIDADES AND MOSTEIROS

- Viewpoint - Pico do Carvão
- Aqueduto do Carvão
- Lagoa das Empadadas
- Viewpoint - Pico do Paul
- Muro das Nove Janelas
- Lagoa do Canário
- Viewpoint - Grotta do Inferno
- Viewpoint - Vista do Rei
- Viewpoint - Lagoa de Santiago
- Viewpoint - Cerrado das Freiras
- Viewpoint - Lomba do Vasco
- Viewpoint - Vista da Rainha
- Environmental Interpretation Center

- São Nicolau Church
- Mosteiros - watch the sunset
- Ponta da Ferraria - Thermal Waters Pool



DAY 2 - LAGOA DO FOGO, PINEAPPLE PLANTATION AND PONTA DELGADA

- Lagoa do Fogo
- Caldeira Velha - Hotspring
- Salto do Cabrito Waterfall
- Miradouro da Barrosa (viewpoint)
- Pineapple Plantation
- Portas da Cidade - city center
- São Brás Fort
- Mercado da Graça (farmer's market)
- Jardim António Borges - Botanical Garden
- Jardim José do Canto - Botanical Garden
- Carlos Machado Museum
- Portas do Mar
- Torre Sineira



PLACES TO VISIT



DAY 3- VILA FRANCA DO CAMPO, FURNAS AND POVOAÇÃO

- Viewpoint Ilhéu da Vila (see the Islet)
- Santuário da Nossa Senhora da Paz
- Viewpoint - Castelo Branco
- Lagoa do Congro
- Lagoa das Furnas
- Caldeiras das Furnas
- Mata Jardim José do Canto
- Chapel Nossa Senhora das Vitórias
- Terra Nostra Park - Botanical Garden and Thermal Waters
- Poça da Dona Beija - Hot Springs
- Miradouro do Pico do Ferro
- Miradouro do Salto do Cavalo
- Praia da Ribeira Quente
- Ribeira Quente Waterfall



DAY 4 -RIBEIRA GRANDE, TEA PLANTATION AND NORDESTE

- Caldeiras da Ribeira Grande - Thermal waters
- Viewpoint - Santa Iria
- Porto Formoso And Gorreana Tea Plantation
- Lagoa de São Brás
- Maia - natural pools
- Viewpoint Salto da Farinha
- Ribeira dos Caldeirões - Park
- Viewpoint - Ponta do Sossego
- Farol do Arnel
- Poço Azul
- Moinho do Félix
- Ponta da Madrugada (watch the sunrise!)





TRAILS & BEACHES

TRAILS AND WALKING TOURS

Covering a total surface area of approximately 745 square kilometers, São Miguel is the largest island in the Azores archipelago. Its diverse terrain marked by volcanic craters, freshwater lakes, coastal cliffs, and forested hills makes it ideal for both casual walks and more demanding hikes.



TRAIL INFORMATION:

Category - Linear
Difficulty - Easy
Extension - 7.7 km
Time average - 2h00



TRAIL INFORMATION:

Category: Linear
Difficulty: Medium
Extension: 11,8km
Average Time: 3H00

TRAILS & BEACHES

TRAILS AND WALKING TOURS



TRAIL INFORMATION:

Category - Circular
Difficulty - Medium
Extension - 8.5 km
Time average - 2h30



TRAIL INFORMATION:

Category - Circular
Difficulty - Easy
Extension - 9.5 km
Time average - 3h00



TRAIL INFORMATION:

Category - Circular
Difficulty - Medium
Extension - 4.5 km
Time average - 2h00

TRAILS & BEACHES

BEACHES

On the south-facing coasts of São Miguel, the rhythm of the Atlantic sets the tone. This chapter explores the beaches that fringe the island where volcanic landscapes meet the ocean in striking contrasts. From the smooth, dark sands of Mosteiros to the gentle curves of Praia de Santa Bárbara, these shores reflect the island's raw beauty and calm spirit. The beaches are more than places to swim; they are living postcards of Azorean life, shaped by tides, time, and tradition.



Praia das Milícias, São Roque



Praia de Água D'Alto, Água D'Alto



Praia de Santa Barbara, Ribeira Grande



Praia do Fogo, Ribeira Quente



Praia dos Mosteiros, Mosteiros



Piscina Natural da Ponta da Ferraria, Ginetes

ACTIVITIES & PARTNERS

Whether you're seeking calm or adventure, our curated activities and trusted local partners offer authentic ways to experience the island. From serene nature walks and soothing wellness rituals to exhilarating outdoor excursions and cultural immersions, each experience is thoughtfully selected to reflect the true spirit of São Miguel.

TRAILS AND WALKING TOURS



RECOMMENDED PARTNERS:

São Miguel offers some of the most breathtaking walking paths in the Azores, from serene lakeside routes to dramatic volcanic ridges and lush forest trails. Whether you're looking for an easy, scenic stroll or a more adventurous hike, the island's diverse network of trails has something for everyone. For those who prefer a guided experience, we can recommend trusted local companies who specialize in walking tours and can help you discover the island's hidden gems safely and authentically.



ACTIVITIES & PARTNERS

Van and Buggy tours are among the most memorable ways to discover São Miguel, combining panoramic views, volcanoes, crater lakes, forest trails and cultural stories into one seamless experience. Van tours take you off-road to hidden vistas and rugged terrain, while van tours offer comfortable island-wide exploration along scenic routes

VAN, BUGGY, JEEP AND QUAD TOURS



RECOMMENDED PARTNERS:

We collaborate with trusted local operators who deliver high-quality, authentic experiences across the island:

- Brumas e Cenários: Scenic and cultural tours with a strong focus on landscapes, viewpoints, and Azorean traditions.
- Vita Azores: Experience curator offering a wide range of guided buggy and van tours, tailored to different interests and travel styles.
- Pedro Ferreira Azores Tours: Personalized touring experiences led by knowledgeable local guides, combining flexibility with in-depth island knowledge.
- Azores Islands Experience -Curated, immersive tours that showcase the natural beauty, culture, and unique character of the Azores through personalized and expertly guided experiences



Brumas & Cenários
Travel and Tours



ACTIVITIES & PARTNERS

Set sail on an unforgettable journey with our partners boat tours and whale watching excursions. Whether you seek the thrill of encountering majestic whales in their natural habitat or the serenity of exploring São Miguel's stunning coastline and hidden coves, our expert guides and trusted local partners ensure an immersive and memorable experience on the Atlantic.

BOAT TOURS AND WHALE WATCHING



RECOMMENDED PARTNERS:

- Futurismo – Dive into the thrill of the Atlantic with Futurismo, offering unforgettable whale watching and marine adventures.
- Picos de Aventura – Experience adrenaline and nature combined with Picos de Aventura's guided hiking, climbing, and outdoor excursions.
- AG Expeditions – Discover hidden gems and immersive island experiences with AG Expeditions' expert-led tours.
- Terra Azul – Explore São Miguel's stunning landscapes and authentic culture through Terra Azul's curated, sustainable adventures.



ACTIVITIES & PARTNERS

To elevate your adventure, we partner with expert local providers offering canyoning and coasteering experiences. Whether you seek the thrill of navigating waterfalls and rugged gorges or the excitement of exploring the coastline from the water, our partners ensure safe, guided, and high-quality adventures that let you experience the island's natural beauty with exhilaration and confidence.

CANYONING AND COASTEERING



RECOMMENDED PARTNERS:

- Basaltic Azores – Experience the thrill of canyoning and coasteering through São Miguel's dramatic volcanic landscapes with Basaltic Azores.
- Fun Activities Azores Adventures – Dive into adventure with guided canyoning and coasteering trips, perfectly combining adrenaline and natural beauty.
- Picos de Aventura – Conquer waterfalls, gorges, and coastal cliffs on exhilarating canyoning and coasteering excursions led by Picos de Aventura's expert guides.



ACTIVITIES & PARTNERS

To enhance your stay, we partner with a curated selection of trusted providers offering car rental, private transfers, and bike rental services. Whether you prefer the independence of a self-drive experience, the comfort of a private chauffeur, or a more leisurely way to explore on two wheels, our partners ensure seamless, reliable, and high-quality service tailored to your needs, allowing you to discover the destination with ease and sophistication.

TRANSFERS, CAR AND BIKE RENTAL



RECOMMENDED PARTNERS:

We collaborate with trusted local operators who deliver high-quality, authentic experiences across the island:

- Car Rental:
 - Autatlantis- Enjoy exclusive conditions with the discount code SENHORADAROSA.
 - Island Rent - Benefit from preferential rates using the code SenhoraDaRosa5
- Transfers:
 - Lindo Driver
 - Brumas e Cenários
 - Welcome Pick ups - Easily book your transfer via the QR code below.
 - Azores on Route
- Bike Tours / Bike rental:
 - Azor on Bike



Welcome Pick ups



NOT TO MISS ACTIVITIES:

FAMILY ACTIVITIES:

- Azores Tree Top Park - Adventure Park
- Visit an Animal Farm - Quinta da Paródia and Quinta do Agricultor
- Whale Watching
- Visit a Beekeeping Farm - Apiário das Margaridas
- Children's Park- "Parque Super Heróis"
- Maria das Mercês Recreational Park, São Miguel
- Horseback Riding
- Toca TuQui - musical-theatrical performance for children - Floresta Cultural

PLACES TO VIST:

- Jardim António Borges
- Jardim José do Canto
- Parque Século XXI
- Parque Florestal- Pinhal da Paz
- Museu Carlos Machado
- Parque da Grená
- Piscinas da Lagoa
- Praia das Milícias
- Vila Franca Islet (June to September!)
- Oficina- Museu Capelas

NOT TO MISS:








- Gin Library (The largest Gin collection in the world!)
- Pineapple and Tea Plantations
- Mercado da Graça (Farmer's Market)
- Feira de Santana (Farmer's Market every thursday)
- Surf Lessons at Santa Bárbara Beach
- Yoga / Pilates classes / Reiki
- Floresta Cultural- Floresta Cultural artistic experiences and cultural events on volcanic forest trails, connecting people with art, nature, and Azorean culture.

Discount Code: Rosa






RESTAURANTS

PONTA DELGADA:

- Bom Pesqueiro 
- Esquina Steakhouse 
- Big Bull Steakhouse 
- Gastrónomo
- Saca Rolhas
- Tasquinha Vieira
- Casa de Bife - O Galego 
- Otaka
- A Tasca
- Rotas da Ilha Verde 
- Cais da Sardinha
- Restaurante São Pedro
- Mariserra 
- Cais 20 
- Magma Restaurant
(Regional Azorean)
- Mirante Rooftop Bar



LAGOA:

- Bar Caloura 
- Borda D'água 
- Boca Aberta
- O Rui
- Casa do Abel 

VILA FRANCA DO CAMPO:

- Atlântico Azorean
Restaurant
- Black Whale Restaurant
- Mercado da Vila

RIBEIRA GRANDE:

- Associação Agrícola 
- Tuká tulá
- Monte Verde
- Alabote 
- Restaurante O Silva
- Restaurante Farias
- Casa de Pasto - O Amaral

SETE CIDADES / MOSTEIRO:

- Lagoa Azul - Regional Buffet
- São Nicolau
- Gazcidla - Traditional
- O Raião - Traditional Food (on
your way to Sete Cidades)
- Casa do Chá "O Poejo"

FURNAS:

- Tony's - Cozido
- Vale das Furnas - Cozido
- Banhos Férreos - Cozido
- Caldeiras e Vulcões

NORDESTE:

- Os Melos - Traditional
Food
- O Tronqueira
- Restaurante Poço Azul

*This guide was compiled based on our experience and insights gathered from guest feedback.

*We look forward to welcoming you to
Senhora da Rosa, where nature,
comfort, and tradition create a
truly memorable stay!*

