

VICEROY

VICEROY AT OMBRIA ALGARVE TO OPEN OCTOBER 2024

UNVEILING A PREVIOUSLY UNDISCOVERED DESTINATION IN SOUTHERN PORTUGAL AND A NEW ERA FOR THE VICEROY BRAND



LONDON, JULY...// Opening 1st October 2024, [Viceroy at Ombria Algarve](#) will tell a new story for Viceroy as it further expands into Europe and sets its sights on a fresh tone and approach to the guest experience globally.

With far-reaching 360 degree views of rugged Algarve hills and open plains, Viceroy at Ombria Algarve showcases a new destination in the creative heart of the region - a peaceful, cultural and sensitively designed resort just north of Loulé and only 30 minutes from Faro airport and the coast.

President, Development at Viceroy Mark Keiser comments, "*Viceroy at Ombria Algarve represents a new chapter for our brand, leading the portfolio with a refreshed perspective on guest experiences - it is wonderful to see our vision for the brand begin to come to life in Portugal. As we expand our presence in Europe with this new approach, our goal is to build a strong connection between our guests and the destinations they are exploring.*"

Ombria CEO Patrick Freeman says, "*Ombria is an authentic celebration of Portugal and the Algarve where local culture, history, design, and natural beauty are what define us. Viceroy and their focus on authenticity and guest experience is the perfect partner to introduce our first guests and homeowners to everything that makes Viceroy at Ombria Algarve unforgettable.*"

Rich experiences that encourage new ways of seeing the world, will be a focal point for the repositioned brand; by inviting guests at the new resort to discover the 'other side' of the Algarve, due to its uniquely rural setting allowing for a deeper connection to the land and culture of the region. All guest experiences will be led by locals whose families have lived in the hills for generations and continue to honour the more traditional ways of life. For example, a honey experience will take guests on a journey from hive to jar, guided by a local beekeeper with decades of expertise. Guests will visit hives, extract honey, and enjoy a tour and tasting, making it a sweet and educational outing. Whilst Horseback Riding will offer scenic rides through the landscape and with a serene picnic of local delicacies by a river. Other experiences will include wine and olive oil tastings, bird-watching, exploring the nearby hiking and cycling trails, boat trips, bread-making and pottery classes. Golf enthusiasts can embark on an 18-hole course designed by Jorge Santana da Silva, complete with a clubhouse that will serve as a hub for local golfers. Viceroy wants to bring

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guests closer to the stories that make the world unique and the menu of experiences at Viceroy at Ombria Algarve will do just that.

Embodying a vibrant village, Viceroy at Ombria Algarve will offer 76 hotel rooms and 65 residences all set within 153 hectares. Designed by WATG, Promontorio (Lisbon based architect), and Wimberly Interiors, the architecture and interior design will honour the history and culture of authentic Portuguese style, embracing local craftsmanship and seamlessly blending it with more contemporary accents. Comprising 24 accommodation buildings in total with each one of varying shape and size and with a central tower providing a focal point, the design reflects that of a traditional village. All guest rooms and suites will offer a mix of terraces, pools, balconies or jacuzzis, as well as little kitchens, pantries and dressing spaces.

The resort will launch with six dining outlets, each paying homage to the hotel's locality and utilising produce either grown on-site in their gardens and orchards or sourced locally. Café Central, situated in the heart of the village on the "praça" (main square), will be a charming Portuguese bakery offering homemade pastries, pastel de nata, and light meals from a wood-fired oven. Bellvino will champion local produce in its most simplest form, specialising in wine, charcuterie, cheese, and olive oil. Ombria Kitchen will offer all-day dining in a family-friendly space, complete with a live cooking station and a relaxed atmosphere, it will serve as a traditional Portuguese restaurant with elevated dishes focusing on seasonal produce served in locally-crafted clay crockery. Solalua, meaning "from the sun to the moon," will be a destination for ultra-creative and innovative dishes and cocktails with a vibrant atmosphere. Casa & Fora, located in the clubhouse, will cater primarily to golfers with its spacious terrace and relaxed menu including dish-of-the-day specials and craft beers from Portugal. Salpico, the pool bar, will serve fresh, light dishes perfect for hot days from the comfort of a sunbed or private cabana.

Viceroy at Ombria Algarve will be home to four swimming pools (three heated and one seasonal) with valley and sunset views, and for families, the Kid's Club will provide both outdoor and indoor spaces, including a large playroom, a mini kitchen, and a nursery. Holistic-focused Spa by Viceroy equipped with a thermal pool, eight treatment rooms and beauty outlets such as a hairdresser and barber will open in early 2025. For meetings and events, the resort will offer a ballroom, outdoor event space, conference room and two further meeting spaces. From the central cobblestone plaza to views of the region's famous citrus groves and fig trees, Viceroy at Ombria Algarve offers a serene escape beyond the bustling Portuguese coast.

The project is dedicated to the health of the local land and ecosystems, a plant nursery for instance will ensure the development and growth of local species and preservation of the existing flora and fauna, whilst over 700 oak trees have been planted and 1,800 linear metres of river habitat restored. Solar and geothermal energy and bioclimatic architecture are all present through the resort.

Viceroy at Ombria Algarve will be open year-round with rates starting from £450 for a Deluxe King Room on a B&B basis.

www.viceroyhotelsandresorts.com/ombria-algarve

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Images available [HERE](#)

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Notes to Editor

About Ombria Algarve:

Located in the heart of Algarve's countryside, Ombria is a naturally exceptional destination fostering a harmonious balance between its surrounding landscape and the local communities. With a genuine commitment to authenticity, sustainability and to the highest international standards of design and service, Ombria's state-of-the-art facilities include:

- Several different types of homes for sale, including villas, townhouses and apartments
- 'Viceroy at Ombria Algarve', a 5-star hotel managed by Viceroy Hotels & Resorts which includes 141 rooms, a spa, fitness facilities, 8 restaurants and bars, kids club, a conference centre and several heated swimming pools
- 18-hole golf course designed by Jorge Santana da Silva
- Leisure and entertainment facilities include an organic farm, honey harvesting, hiking trails, mountain biking tracks and a beach club at one of the nearby beaches.

Ombria's owner and developer is Pontos Group, a Finnish family office, investor and active owner that seeks to transform the real estate industry through digitalization.

For more information, please visit www.ombria.com.

About Pontos Group:

Pontos Group is a Finnish family office that invests in real estate development and digitalization, growth companies and private equity funds in Finland and globally. The company is an active and long-term owner committed to the continuous development of its portfolio companies. It seeks to increase investments in the development of real estate lifecycles, all the way from construction to usage. Pontos pursues strategic actions to develop cities and population centres in a way that is sustainable for people and the environment. Visit pontos.fi

About Viceroy Hotels & Resorts:

With hotels and residences in Los Cabos and Riviera Maya (Mexico), Snowmass (Colorado), Kopaonik (Serbia), St. Lucia (West Indies), Santa Monica (California), Chicago (Illinois) and Washington, D.C., Viceroy offers a fresh take on hospitality, centered on the richness of experiences and genuine connection. Guests can expect intuitive service, elevated design, and carefully designed moments inspired by the culture, artistry, and natural wonders of each locale. Viceroy is a member of the Global Hotel Alliance (GHA) DISCOVERY, a unique loyalty program offering exclusive benefits and experiences to its members at over 550 hotels around the world. Learn more at www.viceroyhotelsandresorts.com, facebook.com/viceroyhotelgroup, and [@viceroyhotels](https://twitter.com/viceroyhotels).