



WOMEN OF THE MIDWEST
Travel Solo Together

PORTUGAL IN BLOOM

Madeira Flower Festival
Evora • Lisbon

with Women of the Midwest!

April 27 - May 8, 2027



Dear Friends,

Madeira may not yet be a familiar name, but this enchanting Portuguese island has long been one of Europe's most beloved hidden gems. Floating in the Atlantic Ocean southwest of Lisbon, Madeira is known for its dramatic coastal cliffs, colorful gardens, volcanic landscapes, and year-round spring climate.

There is something truly special about Portugal in the spring—and we are delighted to invite you to experience it with us.

We arrive just as Madeira comes alive in celebration of its world-famous Flower Festival. During this joyful time of year, the island bursts into color and music, as flowers—symbols of beauty, hope, and renewal—fill the streets and bring the community together in a celebration of life itself.

From the very beginning, this journey is about more than the places we visit—it is about how it feels to be there. We will glide above Funchal by cable car, experience the island's beloved toboggan ride, and explore breathtaking coastal landscapes shaped by nature.

As our journey continues to mainland Portugal, we'll discover rolling vineyards, taste local wines and olive oils, and enjoy a truly special stay in a beautifully restored 15th-century convent—where history, elegance, and comfort come together beautifully. In Lisbon, we'll explore vibrant neighborhoods, sweeping views, and the soulful sounds of Fado—music that tells the story of Portugal's heart and spirit.

Throughout our time together, there will be moments to discover, relax, and simply enjoy being surrounded by beauty, culture, and wonderful company.

We would love for you to join us on this unforgettable journey—filled with color, connection, beauty, and the joy of travel.

Yours in travel and adventure,
Carol Ann Condon, Ambassador,
Women of the Midwest



Call Executive Travel's Group Department today at 888.549.1186. Space is limited.

Funchal - View From Monte



April 27, 2027 - Tuesday

Traveling to Madeira, Portugal
Your inspiring journey begins as we board our overnight flight to Funchal. Settle in, enjoy in-flight entertainment and meal service, and let the excitement build as you embark on your dream vacation.

April 28, 2027 - Wednesday

Funchal
Your journey begins as you arrive on the lush island of Madeira, often lovingly called the “Pearl of the Atlantic.” From the moment you step off the plane, the soft ocean breeze and the island’s vibrant greenery create a welcoming first impression. Discovered by Portuguese explorers in 1419 and named for its once dense forests (“madeira” means wood), the island has long been treasured for its natural beauty and mild climate. After a warm welcome, we transfer to our hotel in Funchal, the island’s charming capital. Settle in, relax, and perhaps take your first stroll along the waterfront as you ease into the gentle rhythm of island life. Tonight, we gather for a welcome dinner. B | (in-flight) | D

April 29, 2027 - Thursday

Markets, Gardens & Traditions
This morning, we step into the lively heart of Funchal. At the Mercado dos Lavradores, vibrant stalls overflow with exotic fruits, fresh seafood, and colorful flowers—many grown right here on the island thanks to its fertile volcanic soil. We continue to the historic Rua de Santa Maria, now an open-air art gallery where ordinary doors have been transformed into unique works of art through the “Art of Open Doors” project—an inspiring example of how creativity revitalized this neighborhood. Next, we enjoy a scenic cable car ride up to Monte, gliding high

Toboggan Ride



above the city for breathtaking views of Funchal and the Atlantic Ocean below. At the top, a truly memorable experience awaits—the famous wicker toboggan ride. Guided by skilled “carreiros” dressed in traditional white, we descend the hillside in a handwoven sled, just as locals have done for generations. What began in the 19th century as a practical means of transportation is now one of Madeira’s most beloved traditions. Returning to the city, we visit a wine cellar to learn about Madeira’s world-renowned fortified wines—once so highly prized that they were used to toast the signing of the Declaration of Independence in America. After a delightful lunch, we explore the Botanical Gardens, home to over 2,000 exotic plant species from around the world. The evening is yours to enjoy. B | T | L

April 30, 2027 - Friday

Porto Moniz & The Wild North Coast
Today reveals Madeira’s dramatic natural beauty. We begin in Câmara de Lobos, a picturesque fishing village that once captivated Winston Churchill, who found inspiration here to paint its colorful harbor. Continuing to Cabo Girão, one of Europe’s highest sea cliffs, we step onto a glass platform suspended high above the Atlantic—an unforgettable moment where sky and sea seem to meet. Crossing the island via the scenic Paul da Serra plateau, we arrive in Porto Moniz, where natural volcanic pools form a unique seaside swimming experience. These pools, shaped by ancient lava flows over thousands of years, fill naturally with crystal-clear ocean water, creating a truly refreshing and serene setting. After lunch, we follow the rugged northern coastline, passing cascading waterfalls and lush green cliffs that plunge dramatically into the sea—reminders of the island’s

Madeira... As Delightful as Its Wine



powerful volcanic origins and ever-changing landscape. This evening, we gather to enjoy a traditional Madeiran dinner, where local cuisine, lively music, and colorful folklore come together in a warm and festive atmosphere—an authentic and joyful celebration of island life. B | L | D

May 1, 2027 - Saturday

Eira do Serrado & The Valley of the Nuns
Today begins with a meaningful local tradition—the “Wall of Hope” ceremony. Children gently place flowers along a symbolic wall as a gesture of peace, a heartfelt custom dating back to 1979 that continues to resonate deeply today. We then journey into the mountains to Eira do Serrado, where breathtaking panoramic views open up over dramatic peaks and valleys. From this vantage point, we look down upon Curral das Freiras, the secluded Valley of the Nuns, nestled deep within the island’s rugged interior. This hidden village earned its name in the 16th century, when nuns sought refuge here from pirate raids along the coast. Surrounded by towering mountains, it remains one of Madeira’s most peaceful and authentic places. After time to explore and soak in the tranquil atmosphere, we continue to Pico dos Barcelos, offering one of the finest views over Funchal and its natural amphitheater setting. The afternoon is yours to enjoy the festive spirit of the Flower Festival, as the city comes alive with vibrant decorations, music, and joyful celebration at every turn. B | L

May 2, 2027 - Sunday

Madeira Flower Festival Parade
Today is truly unforgettable. The Flower Festival Parade transforms the streets of Funchal into a living tapestry of color, music, and joy. Originating in the 1950s, the festival celebrates renewal and the

Flower Festival Celebrations



arrival of spring, as dancers in elaborate floral costumes accompany floats adorned with thousands of blooms. The entire city comes alive in a celebration of beauty and hope. Take in every moment of this vibrant spectacle—one of Europe's most cherished traditions. Even if you are not a flower enthusiast, this extraordinary celebration will capture your heart. B

May 3, 2027 - Monday

From Madeira to the Alentejo Region After breakfast, we say farewell to Madeira and travel to mainland Portugal. Upon arrival in Lisbon, we continue to Évora, in the heart of the Alentejo region. Known for its rolling landscapes, olive groves, and vineyards, Alentejo offers a slower, more authentic pace of life, deeply rooted in centuries-old traditions. Tonight, we are welcomed to the exceptional Convento do Espinheiro Historic Hotel & Spa, a beautifully restored 15th-century convent that blends history, elegance, and modern comfort. Surrounded by peaceful countryside, this unique property offers a truly special stay—where ancient architecture, tranquil gardens, and refined hospitality create an atmosphere of quiet luxury. Enjoy dinner at the hotel and take in the serene surroundings—this is a place to relax, unwind, and feel completely at ease. B | D

May 4, 2027 - Tuesday

Villages, Wine & Tradition Today we experience the true essence of Alentejo. Our morning begins at an olive oil mill, where we learn how olives are transformed into the rich, flavorful oil that is central to Portuguese cuisine. We then travel to Monsaraz, a beautifully preserved medieval village perched high above the surrounding plains. Its cobblestone streets and whitewashed

Rooftop View of Évora



houses seem untouched by time, offering stunning views over Alqueva Lake—one of Europe's largest artificial lakes and part of a protected Dark Sky Reserve. After lunch, we enjoy a tasting of local wines before visiting a traditional winery, where wine is still aged in clay amphoras—a method introduced by the Romans over 2,000 years ago. This is truly one of the many highlights of our journey. Return to Évora for dinner and a restful evening. B | T | L | D

May 5, 2027 - Wednesday

Évora & Journey to Lisbon This morning, we explore Évora, a UNESCO World Heritage Site rich in history. As we walk through its narrow streets, we discover layers of the past—from Roman ruins to medieval architecture. One of the most striking sites is the Chapel of Bones, built in the 16th century using human bones as a reminder of life's impermanence—a powerful and thought-provoking experience. After free time for lunch, we continue to Lisbon, Portugal's vibrant capital city, where tradition and modern life blend effortlessly. Dinner is served at our hotel. Enjoy a relaxing evening, perhaps take a short stroll along the beautiful pedestrian streets, they are right around the corner from our hotel. B | D

May 6, 2027 - Thursday

Culture, Charm & Hidden Corners Lisbon welcomes us with its colorful neighborhoods and rich history. Today, we explore the city's highlights, including a Tuk Tuk ride through one of its most charming districts—an enjoyable way to navigate its famously steep and narrow streets. We visit the Jerónimos Monastery, an architectural masterpiece reflecting Portugal's Age of Discovery, when explorers like Vasco da Gama set

Lisbon



sail to chart new worlds. A stop for the famous Pastel de Belém offers a delicious taste of tradition—this iconic pastry has been made using the same secret recipe since the 1800s. Lisbon itself is one of Europe's oldest cities, even older than Rome, and its rich history is evident at every turn. Lunch today is served at a local taberna. The remainder of the day is yours to explore on your own. B | L

May 7, 2027 - Friday

Sintra, Cascais & A Farewell Evening Today we journey to Sintra, a place of fairy-tale palaces and lush landscapes that has inspired poets and royalty for centuries. We visit the National Palace, with its distinctive twin chimneys and richly decorated interiors, before enjoying free time to explore. In the afternoon, we stop in Cascais, a charming coastal town once favored by European nobility as a summer retreat. This evening, we gather for a special farewell dinner accompanied by a Fado performance. This traditional Portuguese music, recognized by UNESCO, expresses deep emotion—often described as longing or nostalgia—and provides a moving conclusion to our journey. B | D

May 8, 2027 - Saturday

Traveling Home All too soon, your vacation has ended. Transfer to Lisbon airport with plenty of time to check in for our flight and clear security. You may do some last-minute shopping at the duty-free stores before boarding and flying west across the Atlantic Ocean back to the United States. B

The itinerary is subject to change

B = Breakfast, L = Lunch
T = Tasting, D = Dinner



To register contact:



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 www.executivetravel.com

ONLINE REGISTRATION LINK:
 Via our website www.WomenoftheMidwest.com/journeys

Package Price:

Per person in a shared double room: \$5,895
 Per person in a single room: \$7,995

Triple rooms are not available on this trip.

We offer "Pair & Share" service. Ask us to assist in finding your roommate!

A non-refundable deposit of \$500 per person is required at registration and can be paid by ACH (Automated Clearing House), check, or credit card. The balance is due on January 17, 2027, is non-refundable and can be paid by ACH, check, or credit card. When using a credit card for final payment a 3.5% processing fee applies as assessed by the credit card processing company. Checks must be received in our office at least 100 days before the tour's departure date. If you book within 100 days of departure, ACH or credit card payment is the required payment method.

EARLY BIRD DISCOUNT
 Register by Aug. 27, 2026: Receive a **\$200 DISCOUNT!**

This tour will operate with a minimum of 15 and a maximum of 21 travelers. Should the number fall below 15, all funds paid to Executive Travel will be refunded 90 days prior to departure.

Tour Activity Level: LEVEL 1 2 3+ 4

This tour is rated a 3+ and involves a considerable amount of walking, stairs, longer periods of standing, outdoor activities, and steep areas within the places visited. Expect to walk approximately 5 miles over the course of a day. Add to this the walking you do outside the group activities. This trip is not recommended for guests with walking difficulties.

Travel Insurance:

We recommend travel insurance to help protect you and your trip investment against the unexpected. For your convenience, we offer a plan provided by Travelex Insurance Services. For rates and plan highlights, please ask us.
Travelex Insurance Services, Inc. CA Agency License #0D10209. Insurance coverages underwritten by individual member companies of Zurich in North America, including Zurich American Insurance Company (NAIC #16535, state of domicile: New York), 1299 Zurich Way, Schaumburg, IL 60196.

Group airfare: Will be available by mid-June, 2026.

Accommodation (final accommodation 90 days prior):
 Madeira: Hotel Pestana Carlton or similar
 Evora: Convento do Espinheiro or similar
 Lisbon: Figueira Beautique or similar

Included:

- 10 nights at local 4 & 5-star hotels
- 10 breakfasts at the hotels
- 11 meals (lunch or dinner) as per the tour program
- Plentiful local tastings as per tour program
- All transportation as per the tour program
- Domestic airfare, between Funchal and Lisbon, economy class, including one checked bag up to 50 lbs
- Admissions to all sites mentioned in the tour program
- Full-time English-speaking professional tour director (note, one tour director in Madeira, one on the mainland)
- Baggage handling at hotels (one piece per person)
- Headphones, where required
- Women of the Midwest Ambassador, April 27 - May 8, 2027
- Detailed travel documents, handed out three weeks prior to departure (hard copy and electronic)
- All local taxes and fees as of May 8, 2026

Not Included:

- Airfare
- Airline baggage fees for your second checked bag. Your first checked piece up to 50 lbs is free
- Travel insurance
- Personal expenses
- Meals and beverages other than those mentioned in the tour program
- Entrances to monuments and/or museums other than those mentioned
- Gratuities to guide and driver (estimate \$15 p/day total)
- Professional fee, \$100 per person, due at the time of registration
- Anything not mentioned in the inclusions



WOMEN OF THE MIDWEST
 Travel Solo Together
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Forwarding registration and deposit signifies that you agree to the terms and conditions of this tour found at <https://executivetravel.com/eti-home/escorted-tours/>

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