



7 March 2016

**DESIGN-LED BOUTIQUE HOTEL, ALMALUSA, TO OPEN 17 MARCH  
IN HISTORIC HEART OF LISBON**



*(Left to right) Lisbon at sunset; breakfast at the hotel's restaurant, Delfina; a Junior Suite*

The debut property of [AlmaLusa Hotels](#), a boutique 28-room hotel set in a historic building right in the heart of Lisbon, will offer a smart alternative for urban travellers looking for a more contemporary approach to luxury. Set to open on 17 March with a fresh approach that is not defined by excess but by style, AlmaLusa Baixa/Chiado is the brainchild of hotel veteran, Miguel Simões de Almeida, whose many years of hospitality experience led him to conceive and develop Aquapura Douro Valley. Ostentatious perks and unnecessary extras are eschewed at AlmaLusa in order to provide accessibly-priced luxury that retains the elements that really matter for guests – stylish décor, character, luxe amenities and truly stellar personalised service.

Set on the historic Praça do Município, where Lisbon's royal palace once stood and the plans for Portugal's maritime exploration were born in the 15th Century, the AlmaLusa Baixa/Chiado is made for visitors who want to get under the city's skin. It occupies a renovated 18th-century building where Lisbon's arsenal once stood, where weapons and cannons destined for Portuguese explorers' ships were constructed and stored.

The AlmaLusa Baixa/Chiado doesn't just rely on its connections to the past to capture the essence of the city. It also uses its partnerships with exclusive Portuguese suppliers to create a tangible sense of

place. From the beds and towels to the in-room coffee right down to the Castebel products, almost everything here is sourced from the finest Portuguese producers.

28 chic rooms, among them 12 suites with a contemporary stamp on Portuguese aristocratic style, are all individually designed and come fully equipped with high-speed Wi-Fi, full HD 43" Led smart TV, REVO Supersignal radios and powerful showers.

Enhancing the Baixa and Chiado neighborhoods' already thriving dining scenes is the relaxed 60-cover Delfina restaurant. The menu celebrates regional cuisine, with chefs using fresh, seasonal ingredients from the Mediterranean larder to craft moreish dishes, such as bacalhau à bras (a delicious concoction of scrambled egg, salt cod strips, onion and crispy fries). The alfresco dining area is an ideal spot for sipping fabulous local wines beneath the sun.

For those who want to get out and explore Lisbon, the AlmaLusa Baixa/Chiado could hardly be better located. Guests staying here will find themselves just a stone's throw from the Tagus River, a superb spot for a morning jog or a sundown stroll. What's more, headline attractions such as Castelo de São Jorge and the Sé de Lisboa as well as the atmosphere-laden fado bars of Alfama are just a short walk away. Buses, tram, taxis, and city bikes are all easily accessible from the hotel too.

The hotel's concierge service has a constant ear to the ground and will help point guests to the best spots in the city. Historical tours, covering everything from the city's post-earthquake rebirth to the royal history of nearby Sintra, can be arranged.

A special opening rate of €105 per room per night, including buffet breakfast, is available until 31 May 2016, excluding the Easter weekend.

***For further information on AlmaLusa, visit [www.almalusahotels.com](http://www.almalusahotels.com)***

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**Notes to editors:**

The AlmaLusa: Baixa/Chiado, will be the first in an evolving ensemble of AlmaLusa boutique hotels. A second property is due to open in 2017, with further rollout planned.

**Miguel Simões de Almeida | Founder & CEO**

A graduate of the School of Hospitality and Tourism in Porto, Miguel Simões also holds certifications from Swiss hospitality management school Glion and Cornell in the US. He has extensive experience

managing independent hotels and chains both in Portugal and worldwide, having worked with brands such as Swissotel Hotels, Sheraton Hotels, Holiday Inn, Orient Express Hotels and Aquapura Hotels. Simões de Almeida is a member of the General Council of the Hospitality Association of Portugal.

**Sofia Brandão | Director of Operations**

Sofia Brandão studied at the University of Porto and Cornell University in the US and went on to lecture in marketing and strategy at the Lausanne Hotel School in Switzerland and the Centro Superior de Hostelería in Galicia. The former Portuguese ambassador for Small Luxury Hotels of the World, Brandão was also responsible for sales, marketing and spa development for Aquapura Hotels and has held management and consulting roles in the Sheraton Group.

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