



# Porto Murdeira Master Plan

Island of Sal / Cape Verde

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## Cape Verde, Europe's Caribbean

Cape Verde is becoming more and more consolidated on the world market as a holiday destination with great potential. Its wild, exotic landscapes, the excellent sandy beaches with crystal clear water, the deep ocean full of fish, coral and marine archaeology, along with the unique conditions for practicing water sports, warm nights filled with irresistible musical rhythms and last but not least, the delightful, outgoing personality of its people make this archipelago a paradise set in the heart of the Atlantic Ocean.

The Republic of Cape Verde is a state of West Africa, located on the Atlantic Ocean, approximately 1.000 kilometres southwest of the Canary Islands and 460 kilometres west of the coast of Senegal. The archipelago, with an area of 4.033 km<sup>2</sup>, has a privileged location, between the European, African and American continents, on the Atlantic route; giving it the status of maritime and air centre in which converges most of the Atlantic trade. Of volcanic origin, it is constituted by ten islands and five small islets. The archipelago of Cape Verde is divided between the islands of Barlovento (Santo Antão, São Vicente, Santa Lucía, São Nicolau, Sal, and Boa Vista) and the Sotavento Islands (Maio, Santiago, Fogo, and Brava). The largest island, in terms of area and inhabitants, is the island of Santiago, where the capital of Cape Verde, Praia is located. The climate of Cape Verde is more temperate than the climate of the African continent, since the archipelago is surrounded by water that softens the temperatures. Thus, the maximum temperatures of Cape Verde go from 25°C in January to 29°C in September.

The people are known for their extraordinary optimism and joie de vivre. Cape Verdeans are welcoming, with a passion for their music and dance, and manage to transmit this passion to their visitors. The population, of Christian confession for the majority, is young: an average age of 24 years, and the life expectancy goes beyond the age of 70.









After gaining its Independence from Portugal in 1975, Cape Verde managed to overcome its lack of natural resources that could be economically exploited, with **a geographically strategic position in the North Atlantic**, political stability and legislation-based security. Since July 2008, the archipelago is a **member of the WTO**, which strengthened the multilateral trading system and enabled the country to continue integrating into the world economy. Cape Verde has become a reference in Africa in the aspects of democratic stability, freedom of speech and civil rights. There is a genuine trust in the institutions and the future of the country. From 1991 the country has been applying market-orientated economic policies, making foreign investment easier, encouraging the private sector through privatisation and by developing tourism, light manufacturing industries and the fishing industry. It has also improved transportation, communications and electricity installations. Furthermore, the integration of Cape Verde into the world economy and the development of the private sector, backed up by the arrival of large groups of foreign investors, a key element in the development of the country, have made it necessary to set up a legal framework that not only offers **attractive incentives for investment**, but also **provides security that will facilitate and guarantee foreign investment** in the country.

**The parity between the local currency** and the euro was a decisive contribution to the stability of Exchange rates in Cabo Verde. So important in a country with an unbalanced trade balance, dependable on the importation of consumer durables that will compensate for the necessity of a new infrastructure capable of creating the conditions for an attractive environment for foreigner investors. The expansion and improvement of the infrastructure of airports, ports and roads in the country are a priority for the government of Cape Verde. The natural conditions, the proximity to large European centres for outgoing tourism, the political stability, the cultural uniformity, the security and institutional backup that for the investors are a guarantee that the rules of free trade will be respected. All this attracts large-scale investments in tourism to Cape Verde. **The law guarantees the investor the transfer of currency out of the country** in any amounts to which he is legally entitled as a result of correctly registered foreign investment transactions. The majority of investments is made on the islands of Sal, Boa Vista, Maio y San Vicente, as they have the best beaches. Nevertheless, in order to guarantee a long-lasting development in the economy and diversification of the fields of investment, programmes for the development of rural tourism are being defined for the islands of Santo Antão and Fogo, and commercial tourism for the island of Santiago.





The archipelago has been consolidating every day its position in the world market as a tourist destination with great potential. Cape Verde offers modern infrastructures and has 4 international airports (islands of Santiago, Sao Vicente, Boa Vista and Sal) with direct international flights to Europe (Spain, United Kingdom, Germany, France, Portugal, Italy and Holland), to Africa (Senegal, Guinea-Bissau and Morocco); and to South America (Brazil).

A good macroeconomic management connected to a good government during the last decades, allows the country to gain international credibility and awake a huge global interest, financially and for the tourism. The islands of Cape Verde with their beautiful natural landscaped scenery, special culture and kilometres of White Sandy beaches, offer a fantastic spot for a quick getaway, just four hours away of Madrid (Spain), or Fortaleza (Brazil). The latest forecasts on the number of tourists grow every year. During 2016, the Cape Verde islands received more than 640.000 tourists; more than 92% were foreigner tourists.









## Bilateral relationship Spain and Cape Verde

Despite the limited size of its market, the proximity and affinity of the Canary Islands, and the tourist potential of Cape Verde, cause an intense bilateral economic relationship, with Spain being its main trading partner. The Spanish business presence is especially visible in the tourism sector highlighting the presence of hotel complexes of the RIU, HILTON, IBEROSTAR and SOL-MELIA chains, in the islands of Boa Vista and Sal. The airline BINTER operates since the end of 2016 regular flights in the Cape Verdean archipelago. In total, there are more than hundred Spanish SME, more than half from the Canary Islands, dedicated to the sectors of construction, water supply and services in general. The **economic cooperation between Spain and Cape Verde was reinforced with the signing of a Memorandum of Cooperation** between the Cape Verdean Ministry of Finance and the Spanish Ministry of Industry, Tourism and Commerce in July 2008.





## Island of Sal, the nearest unknown paradise

The small island of Sal rises timidly from the Atlantic, with landscapes devoid of vegetation that remind us that we are on the same latitude as the Sahara desert. The landscape invites us to look out to sea: the paradisiacal beaches that surround the island, the numerous water sports that can be practiced and the excellent fish that local sailors capture every day, highlight the intimate relationship that the island of Sal keeps with the ocean.

As you approach the island of Sal, it looks like you are arriving in a **golden pearl of sand in the middle of the turquoise blue ocean**. The island of Sal, which belongs to the group of the Barlovento Islands, has an area of 216 km<sup>2</sup>, with a length of 30 km on the N-S axis and 12 km on the E-W axis. The island presents an arid aspect and a flat topography. In the island a dry subtropical climate predominates, characterized by its mild and stable temperatures, with annual averages of 19 to 28°C.

The island of Sal is considered as **the gateway to the archipelago of Cape Verde**, thanks to its Amílcar Cabral international airport. Sal offers the best tourist infrastructure; with the town of Villa de Santa María and its beaches being the most visited places. Almost all year round it is possible to practice windsurf and kitesurf at various points of the island and enjoy the immense beaches of white sand and turquoise waters. In addition, the island of Sal has many tourist attractions, such as the salt flats, the fishing village of Palmeira and the cave of Buracona. The variety of marine fauna offered by the island of Sal attracts more visitors every year for fishing and diving activities.

Pedra de Lume is the best tourist attraction on the island of Sal (next to the beaches). Today, visitors can float in the Salinas in the style of the Dead Sea, and enjoy mud baths, rich in minerals.



Santa María, the most touristic area of the island, is located only 18 kilometres at the south of the airport, on the southeast coast of the island. The main attraction is the 8 kilometres of white sand beach and the transparent waters that Santa María offers. Thanks to the favourable climate of the island, the tourist town offers a wide variety of excursions and water sports (fishing, surfing, kitesurfing, windsurfing, etc.) all year round. With its kilometres of beaches up to 200 meters wide, Santa María offers the best conditions for a classic beach vacation. The crystalline waters of the area harbour rays and sea turtles.

The benchmark of the city with its small beach restaurants, bars with live music, shops and small pastel coloured houses is undoubtedly the weighing house on the dock of the old port, where the salt was weighed in previous times and is now the site of souvenir shops. You can still watch the fishermen as they bring their catches and clean them on the port dock, as in previous years. Its long and wide beaches are flanked by resorts with European standards. Concerning accommodation, Santa María has a varied offer of apartments and villas for rent as well as large and luxurious hotel complexes with 4 and 5 stars establishments, many belonging to international chains such as Hilton, Riu, Meliá, etc.





## Tourism in Cape Verde

Due to its endogenous characteristics and tourism potential, Cape Verde has a growing demand either for individual tourists or for potential investors who, in association with tour operators, have been promoting Cape Verde as a tourist destination in the European markets. On the other hand, the country already has some instruments to guide and regulate the tourism activity and regulators of tourism activity whose recognition and great commitment by the Government as a source of income for the national economy, give it the status of a strategic sector for the development of the country. The international situation is increasingly favourable to the growth of tourism in Cape Verde as a peaceful, safe, politically stable destination, almost “in a virgin state” and whose geographical location guarantees fast connections.

In addition to the natural and geographical advantages, Cape Verde offers a stable climate for foreign investors and became **one of the largest recipients of international investment in the region**. About 90% of this capital is concentrated in construction, especially in large hotel projects and residential tourism. The potential resulting from the characteristics of the island of Sal make it a favourable destination for the practice of various types of tourism, highlighting the spa or sun, the sea and the nautical, among other complementary activities, which offer to the visitors of the island pleasant and unforgettable moments, to the height of their expectations, through the offer of a quality product.

The islands of Cape Verde, mainly Sal and Boa Vista, attract more tourists each year in search of relaxation, sun, beach and sport. The goodness of its climate, its wonderful beaches and its cultural attraction makes it one of the most popular tourist destinations.

Based on these concepts and, taking as reference the different studies carried out on this subject, both for Cape Verde, and for the island of Sal in particular, several types of tourism are identified, susceptible to result in significant benefits for tourists, wants for investors and the local population.

- Spa or sun and sea tourism:

Driven by the characteristics of the existing beaches with white sand and warm and transparent waters, stable climate, etc.

- Sports tourism:

Led by the optimal conditions for the practice of nautical sports that depend on the wind, with greater preponderance for windsurfing, surfing, kitesurfing, etc., and those related to the practice of navigation, sport fishing and diving, these last, in part, conditioned by the abrupt morphology of the surrounding seabeds of the island.







# Tourism indicators (2016)

San Antão



São Vicente



Islas de Barlovento

Santa Lucía



São Nicolau

Sal



Océano Atlántico

Boa Vista



Islas de Sotavento

Fogo



Brava



Santiago



Maio



Tourists 2016 644.000  
Evolution / 2010 +68%

Tourist arrivals Cape Verde 2016 (Source INE)

Issuing country	Island of Sal	Island of Boa Vista	Others islands	Hotel accommodation
1. United Kingdom	49,90%	49,20%	0,90%	93,30%
2. Germany	33%	60,20%	6,80%	94,40%
3. France	35,70%	40,70%	23,60%	82,10%
4. Netherlands	52,70%	43,80%	3,50%	94,30%

Tourist distribution according the island (2016 – Source INE)

Most of the tourism of the archipelago of Cape Verde is concentrated in the islands of Sal and Boa Vista, totalizing respectively in 2016 45,60% and 31,60% of arrivals to the country. They are followed by the island of Santiago with 11,60% of arrivals. In 2016, hotel establishments registered a total of 644.000 guests, an increase of 13,20% compared to the previous year.

In 2016, foreign tourists accounted for 92,80% of arrivals to the country. The main tourist issuing market is still the United Kingdom with 20,50% of total arrivals, followed by Germany with 11,10%; Portugal and France with 10,10% and the Netherlands with 9,70%. The INE data (2016) indicate that tourists from the United Kingdom were those who had the longest average stay in Cape Verde with the figure of 9,1 nights. Follow tourists from the Netherlands with 7,4 nights, from Germany with 7,1 and Italy with 5,2 nights.



# Hotel offer evolution: Cape Verde and Island of Sal (2006-2016)



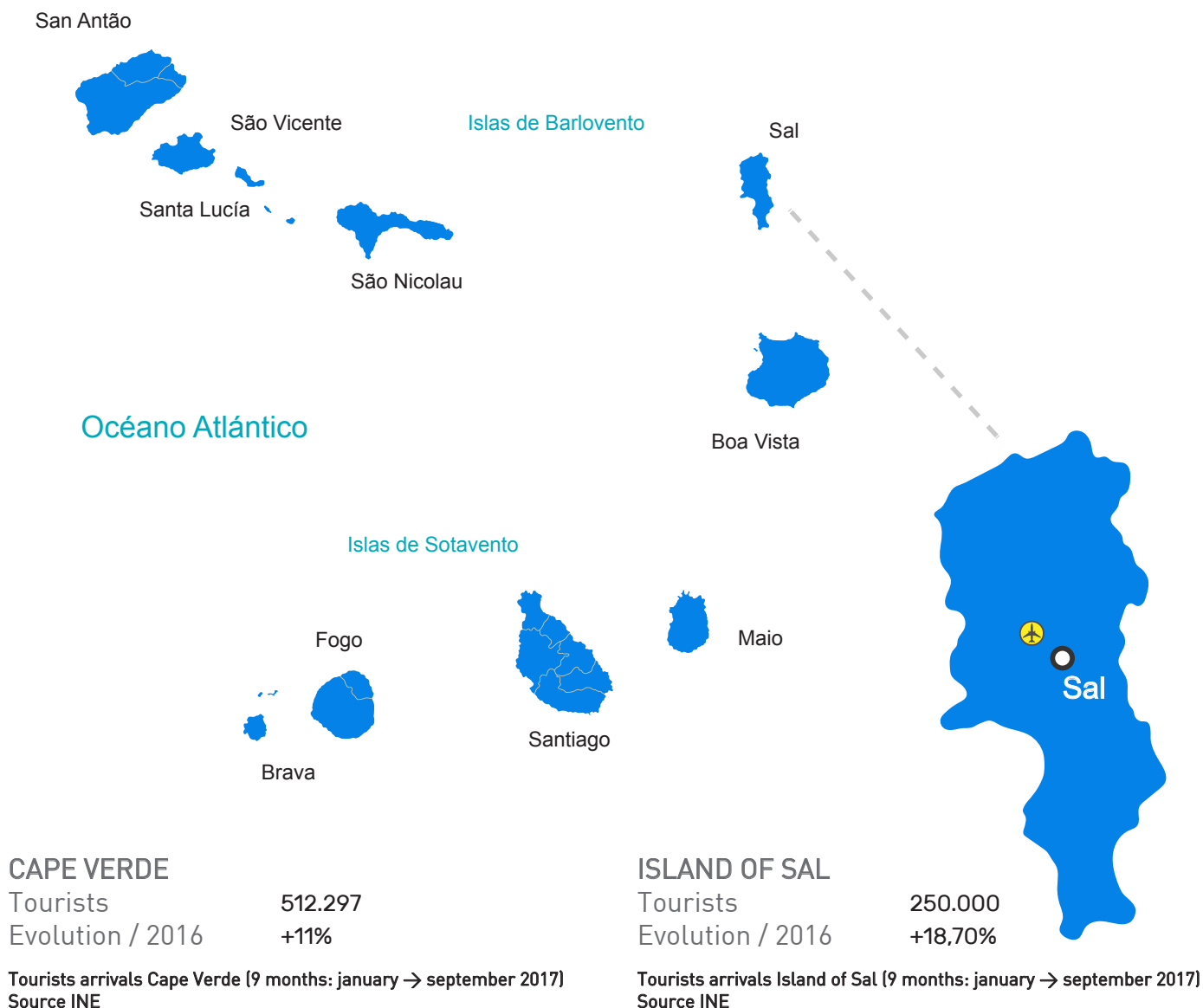
CAPE VERDE			
	2006	2016	Evolution %
Hotel establishments	142	233	64%
Nº rooms	4.836	11.345	136,40%
Nº beds	8.828	18.382	108,20%
Occupancy (%)	44,30%	55%	24%

ISLAND OF SAL			
	2006	2016	Evolution %
Hotel establishments	34	29	-14,70%
Nº rooms	2.673	5.261	62,60%
Nº beds	5.219	8.487	101,40%
Occupancy (%)	55,10%	58%	5,30%

## Hotels offer in Island of Sal (hotel chains 5\*)

HILTON Cabo Verde Sal Resort	*****
RIU Funana	*****
RIU Palace Cabo Verde	*****
MELIA Tortuga Beach	*****
MELIA Dunas Beach Resort&Spa	*****
MELIA Llana Beach Resort&Spa	*****

## Tourist indicators (2017)



During the third quarter of 2017, the number of tourists exceeded the figure of 163.000 tourists, representing an increase of 18,10% compared to the same quarter of the previous year, confirming the good results of the Cape Verdean tourism sector in recent years. The islands of Cape Verde, mainly Sal and Boa Vista, attract more tourists each year in search of relaxation, sun, beach and sport. The goodness of its climate, its wonderful beaches and its cultural attraction makes it one of the most popular tourist destinations.

The country's economy has been developed through a multidisciplinary model focused on tourism, which encompasses the different sectors involved and which is creating the development of countries such as Cape Verde, based on sun and beach tourism with activities related to sea tourism and water sports. Tourism development in Cape Verde is being articulated through two completely different paths: first, through the creation of large hotel accommodations, financed generally with foreign capital and built mainly on two islands (Sal and Boa Vista).

In addition, an important real estate development is taking place in these islands based on the development of urbanizations destined to second residences mainly for European citizens; **land prices rise to an average of 15% per year**. Second, through the creation of small tourism businesses, including hotels, managed by the local community itself and financed mostly with financial capital sent from the rest of the islands, including the island of Santiago where the capital is located of the country, Praia. Tourism is driving the real estate sector. According to a study by the World Travel and Tourism Council, Cape Verde will be one of the 10 countries in the world whose tourism will grow the most in the medium and long term.



# Porto Murdeira Master Plan information

## Situation of the project

The **Porto Murdeira Master Plan** is located in the island of Sal, the most touristic island of Cape Verde. The project is only 5 kilometres from the international airport and 8 kilometres from Vila de Santa María, the main holiday resort on the island of Sal.

The Porto Murdeira Project is located **on beachfront**, on the west coast of the island of Sal, in the area situated between the Bays of Murdeira and João Petinha, separated by the Monte Leão peninsula (165 meters). Both areas are part of the national network of Protected Natural Spaces, known as the Bay of Murdeira Marine Nature Reserve and the Rabo de Junco Nature Reserve.

The project has been conceived to be self-sufficient, in a strategic location in the middle of the island, with excellent access to the airport and to the main points of tourist attraction.



## Description of the project

The Master Plan Porto de Murdeira is located in one of the most beautiful locations on the island of Sal, in the Republic of Cape Verde, one of the main countries receiving international investments in its region. The international situation of recent years has favoured and continues to favour Cape Verde, as a peaceful, politically stable destination, within a few hours of the issuing markets, mainly from Europe. The island of Sal, beyond the characteristics and natural and cultural potential, has infrastructures whose development has driven the expansion of the tourism sector, which are an added value to attract large investments.





The Porto Murdeira Master Plan is a project that is completely integrated into its surroundings following criteria of sustainability and respect for its location. The project is bordered in an area of high environmental protection by the Bay of Murdeira (Protected Maritime Area) and by the Monte Leão (protected adjoining area). In compliance with these levels of protection, the Porto Murdeira Master Plan has been planned to a high degree of environmental protection, moving the line of coastal protection to 150 meters and defining the Marina outside of the Bay of Murdeira, in an unprotected area.

The Porto Murdeira Master Plan is a pioneer project to be developed on an area of 504 hectares, in a privileged location of great natural beauty. **The largest holiday development on the African coast**, from the point of view of accommodation capacity and size, and also for the diversity and quality of the services and amenities that it comprises. The environmental value and the scenic beauty of its surroundings add great value and potential to the project, whose uniqueness is a response to the protected areas, the environmental interest of the Murdeira beach where the sea turtles come to lay their eggs, and the virgin spaces.

Porto Murdeira is a clear example of Sustainable Development. Its location is an area declared as ZDTI (an area selected by the government for tourist residential development) will mean conceptual development with planning that not only meets the parameters set by the government but also the concept of sustainability, the preservation of the environmental values of the area, the minimization of impact and the maximum integration into the surroundings. The Porto Murdeira project has a favorable environmental impact study. It is a project that has the support of the Government of Cape Verde and its institutions, and has all necessary approval, permits and licenses.





The Porto Murdeira project has an urban planning oriented towards the preservation and rehabilitation of natural areas, to guarantee sustainable development in parallel that promotes wealth of all kinds (social, economic and natural) in order to guarantee the creation of a First-class tourist complex. As a consequence, the ZDTI - 1 of Murdeira and Algodoeiro should become more competitive, with very positive impact for the whole country, particularly in the tourism sector.

The Porto Murdeira Master Plan Project has been conceived with the following focuses and objectives:

- Carry out an urban planning with the least impact on the current topography, with a sensitive layout and taking advantage of the sloping slope to monopolize the views of the bay.
- Preserve the landscape and improve the vegetable presence.
- Respect the environment as much as possible.
- Provide the island of Sal with enough hotel and tourist infrastructure to cover current and future demands.
- Provide the Development with a Marina, as well a Golf course that will complement and increase the quality of existing and future tourism.
- In order to minimize residential overexploitation, a residential area of very low density and very high quality is proposed around a wide green space.
- Create a high-quality road network.
- Create a pedestrian and integral bicycle network whose maximum exponent is the creation of a seafront promenade for exclusive use.





The Porto Murdeira Master Plan covers an approximate total area of 504 hectares and has several types of plots: hotel, residential, commercial, industrial, etc. In addition, the project will have a Golf course, a casino, a Marina, a seafront promenade and several bicycle lanes. For this project, a road and areas planning have been carried out in which the aspects of adaptation to the existing topography, respect of the environment and the existing protections, as well as the incorporation of new elements of tourism targeting, have prevailed.

The Porto Murdeira Master Plan Porto project is a touristic and residential complex, whose main attractions are the Marina, the Golf course, the hotel park and the leisure and entertainment area, aimed at a clientele of upper-middle and upper class. Each attraction constitutes a type of tourism to be developed within the project:

- **The Marina constitutes nautical tourism.**
- **The Golf course is Golf tourism.**
- **The leisure and entertainment area are leisure tourism.**

For nautical and golf tourism, the strategy is to bet on the European market, more focused on northern Europe (English, Irish, Swedish, etc.), which are already known worldwide as the tourists looking for this type of product. The installation of a space for events/congresses, with showrooms and a casino is an attraction for all tourists visiting the island and can also be sold as an attraction in other projects developed in Sal, as well as attracting tourists from the west coast of Africa for the practice of the game.

## Distinguishing aspects

- Largest holiday development on the African coast.
- The only resort with a licence for a Marina.
- Largest centre of tourist attraction: hotels, Marina, Casino, Golf course and general amenities.
- Direct access from the main road of the island of Sal to the entrance of the Resort.
- Easy Access from the airport.
- Project located on beachfront with excellent quality beaches.
- Sustainable holiday project, different from the others and with high added value.
- Project with all approvals, permits and licences.
- Project integrated in its environment and respectful of environmental measures of the area.





The Porto Murdeira project defined its strategy in differentiation, positioning itself as a quality and high-level product, in addition to offering a Marina and an international-level Golf course for its clients, it also offers a casino that has the ability to attract other tourists who are vacationing in Cape Verde and other regions, specifically West Africa. The casino will be by itself a tourist attraction for Cape Verde, in particular for the island of Sal and for Porto Murdeira.

Parameters	
Total area	5.040.980m <sup>2</sup>
Maximum occupation	20%
Maximum building volume	50%
Density	100-120 beds/hectare

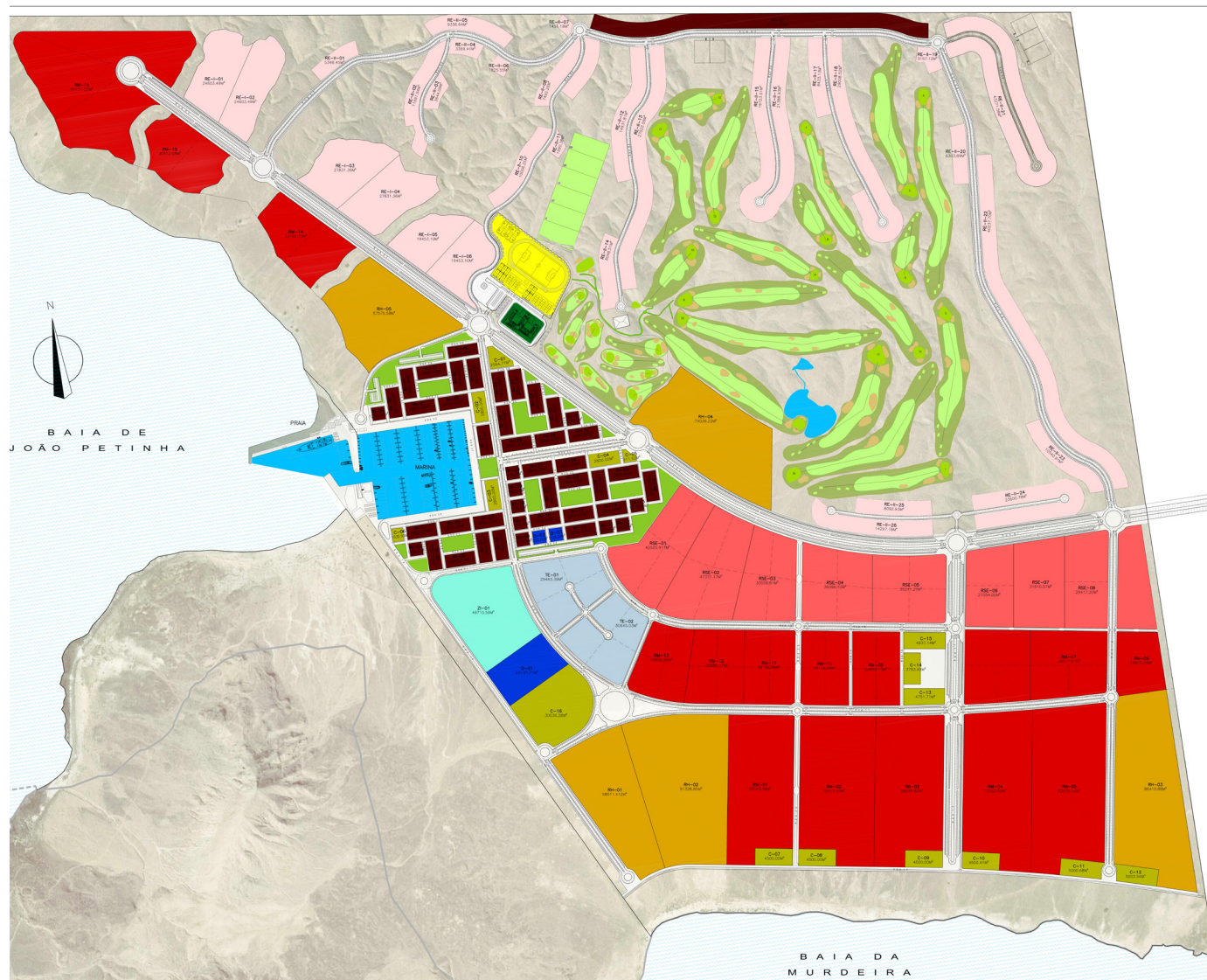
## The development will comprise

- Hotel plots: assorted offer of plots for hotels and aparthotels: Ecohotel, hotel with Casino, beach hotels, a convention hotel and an hotel with a Golf course.
- Residential plots: apartments, independent villas with private plot, located in the upper side of the residential area, with large sea views.
- Commercial plots.
- Marina with commercial area with a capacity of 400 berths for all kind of boats until 105 metres of length. Large range of all kind of services: commercial, tertiary sector and logistical.
- Golf course with sea views.
- Casino
- Seafront promenade, bicycle lanes, sports centre, shopping centres, etc.

For the Porto Murdeira Master Plan, there are two different projects, approved by the Cape Verdean authorities, which we present below. The project 1 has all necessary approvals, permits and licenses. The project 2 has a pre-authorization from the Cape Verdean authorities.

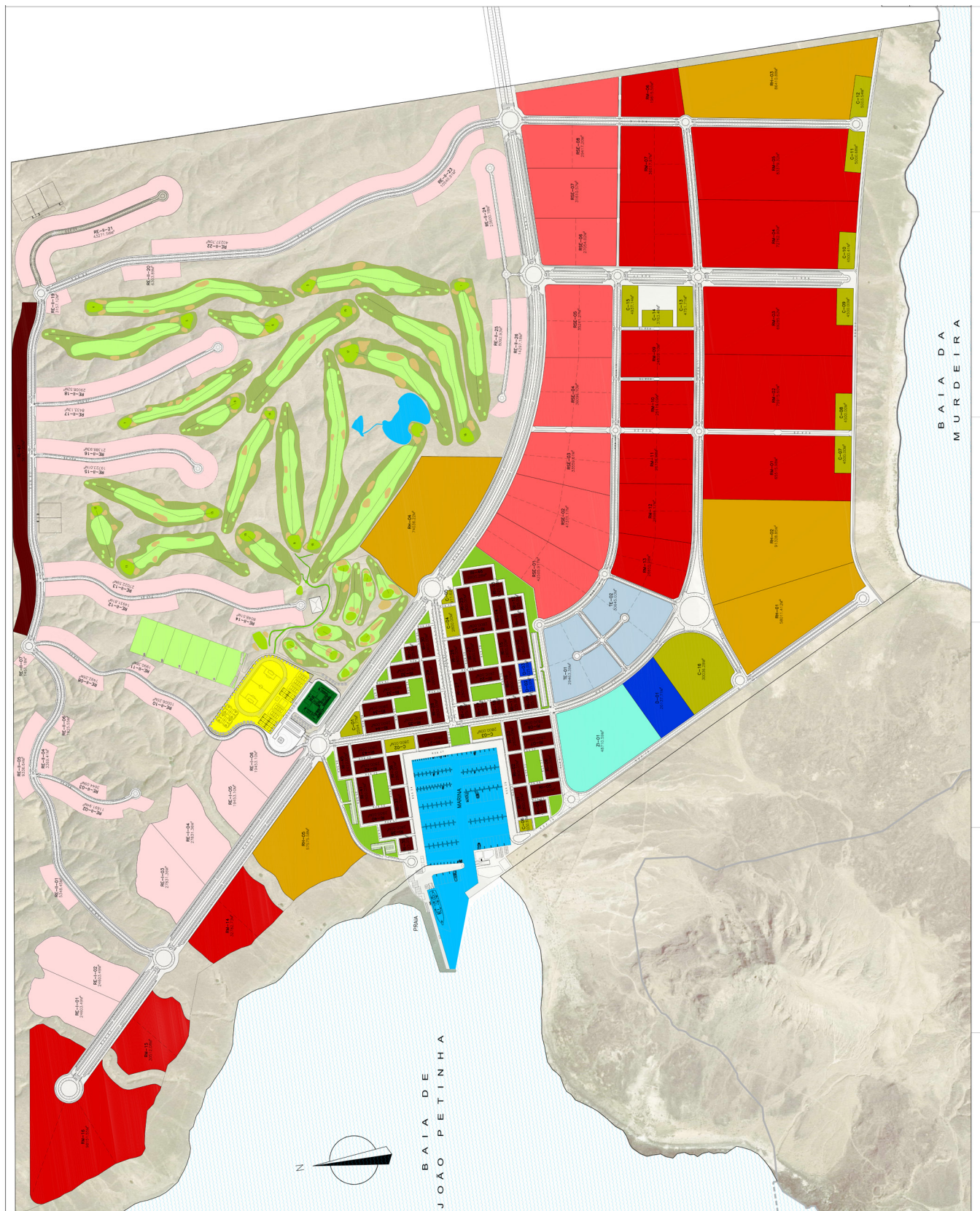
## Project 1: Typologies

Use	Area	Occupancy	Plots	Max. Accomod. Units
Hotel	367.362m <sup>2</sup>	224.222m <sup>2</sup>	5 plots	5.600
Residential and Hotel	750.509m <sup>2</sup>	375.254m <sup>2</sup>	16 plots	23.466
Intensive Residential	147.652m <sup>2</sup>	140.416m <sup>2</sup>	3 plots	8.444
Semi-extensive Residential	305.751m <sup>2</sup>	91.725m <sup>2</sup>	9 plots	11.108
Extensive Residential	484.838m <sup>2</sup>	93.924m <sup>2</sup>	32 plots	2.509
Commercial	84.430m <sup>2</sup>	46.399m <sup>2</sup>	16 plots	/
Industrial	48.710m <sup>2</sup>	3.896m <sup>2</sup>	1 plot	/
Tertiary	60.108m <sup>2</sup>	18.032m <sup>2</sup>	2 plots	/
Sports Equipments	32.786m <sup>2</sup>	655m <sup>2</sup>	1 plot	/
Golf Course	1.197.412m <sup>2</sup>	1.796m <sup>2</sup>	1 plot	/
Non-residential	29.052m <sup>2</sup>	11.363m <sup>2</sup>	4 plots	/
TOTAL	3.508.610m <sup>2</sup>	1.007.682m <sup>2</sup>	90 plots	51.127





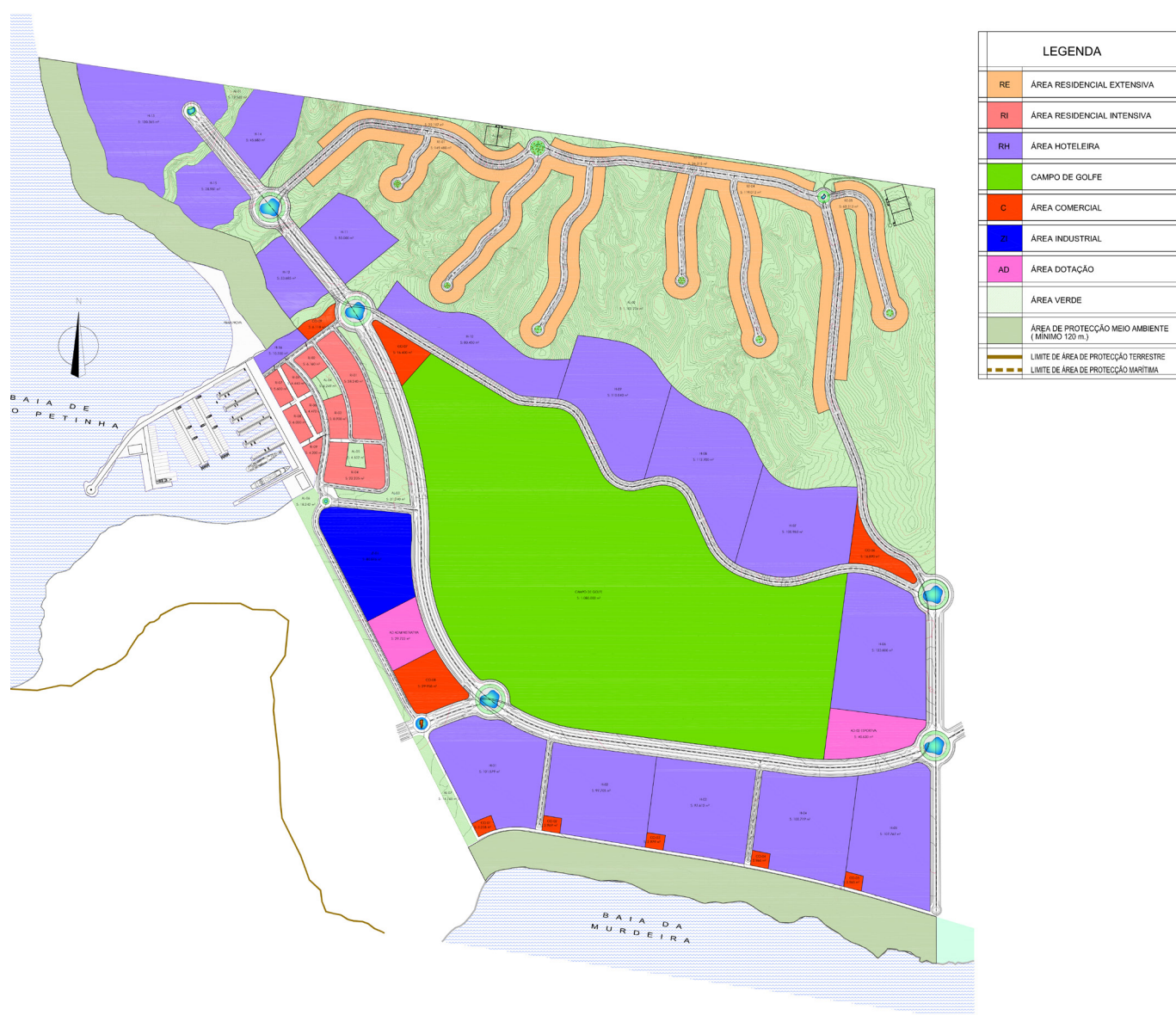
# Project 1: General Plan





## Project 2: Typologies

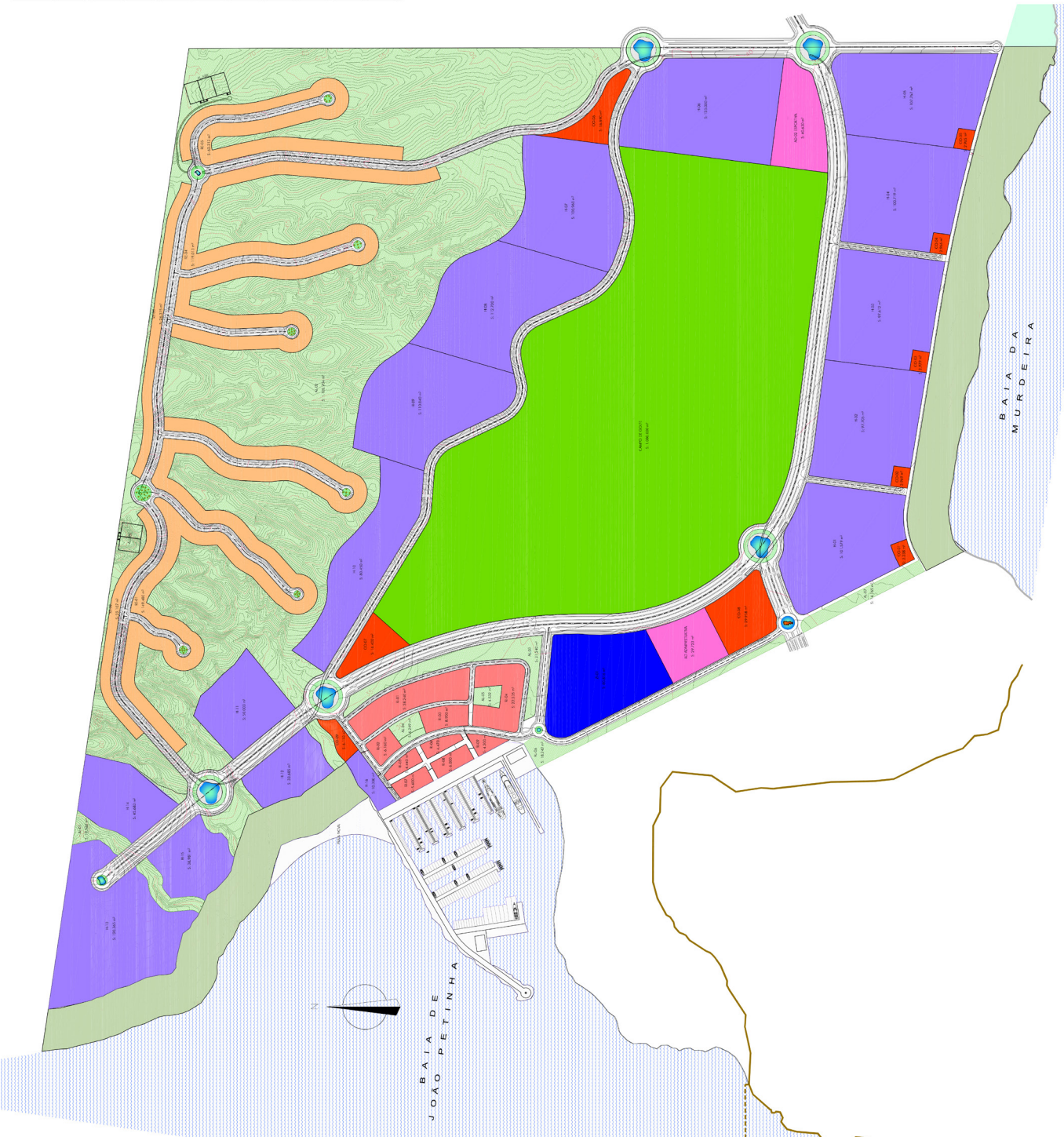
Use	Area	Occupancy	Plots	Max. Accomod. Units
Hotel	1.331.546m <sup>2</sup>	649.686m <sup>2</sup>	16 plots	18.200
Intensive Residential	90.245m <sup>2</sup>	81.221m <sup>2</sup>	9 plots	2.256
Extensive Residential	379.228m <sup>2</sup>	94.807m <sup>2</sup>	5 plots	378
Commercial	84.476m <sup>2</sup>	65.502m <sup>2</sup>	9 plots	/
Industrial	80.816m <sup>2</sup>	56.571m <sup>2</sup>	1 plot	/
Equipments	70.353m <sup>2</sup>	49.247m <sup>2</sup>	2 plots	/
Free Areas	1.196.694m <sup>2</sup>	/	7 plots	/
Golf Course	1.080.000m <sup>2</sup>	5.400m <sup>2</sup>	1 plots	/
TOTAL	4.313.358m <sup>2</sup>	1.002.434m <sup>2</sup>	50 plots	20.834





# Project 1: General Plan

LEGENDA	
RE	ÁREA RESIDENCIAL EXTENSIVA
RI	ÁREA RESIDENCIAL INTENSIVA
RH	ÁREA HOTELERA
	CAMPO DE GOLFE
C	ÁREA COMERCIAL
ZI	ÁREA INDUSTRIAL
AD	ÁREA DOTACIÓN
	ÁREA VERDE
	ÁREA DE PROTECCIÓN MEDIO AMBIENTE (MINIMO 120 m)
	LÍMITE DE ÁREA DE PROTECCIÓN TERRESTRE
	LÍMITE DE ÁREA DE PROTECCIÓN MARÍTIMA





































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