

Martinhal presents Portugal's family luxury appeal to Toronto



Portugal's scenery and warm hospitality offer Canadian travelers an inviting backdrop for a family vacation

Portugal's appeal to Canadian travelers took center stage at [Downtown Winery](#) on Toronto, Canada's Ossington Avenue this week, where [Martinhal Resorts](#) hosted selected trade media for an evening of Portuguese wine, food and family-focused hospitality.

Led by Daniela Berendonk, Group Marketing Director at Martinhal Resorts, the presentation introduced the brand's collection of hotels, resorts and residences in Lisbon and the Algarve. Its message centered on a proposition with relevance for airlines serving premium leisure travelers: families want an experience that anticipates their needs while giving every generation room to enjoy the journey.

For commercial aviation, that destination experience forms part of the wider proposition behind a transatlantic ticket. Martinhal's Toronto outreach comes as airline executives report resilient Canadian travel demand and continued willingness to invest in comfort, space and personalized service.

Canada's transatlantic opportunity

At September's [Lufthansa Travel Forum](#) in Toronto, discussions with Lufthansa Group, Air Canada and United Airlines highlighted sustained Canadian interest in international travel, including Europe. Christina Meakin, Director of Sales, Lufthansa Group, identified Canada as one of Lufthansa's largest

markets, while panelists described demand for premium experiences and investment in lounges, onboard connectivity and passenger comfort. Discussions at the forum pointed to a Canadian customer base that continues to prioritize travel despite economic uncertainty.

Portugal's connectivity is also part of a significant development for the airline industry. On October 14, [Lufthansa Group](#) announced that the Portuguese government had selected its offer in TAP Air Portugal's privatization process. The intended initial minority investment aims to support TAP's growth, preserve its Portuguese identity and strengthen the country's connections, particularly with North and Latin America. Completion remains subject to approval by the relevant authorities.



The Martinhal Chiado kids' club

For airlines and tourism partners, the opportunity lies in connecting that network ambition with compelling reasons to visit. Martinhal's presentation offered a close look at one segment of Portugal's hospitality proposition: luxury travel built around families.

Broader Canadian sentiment provides additional context. An [Abacus Data survey](#), conducted September 4 to 9, finds that 81 percent of Canadians supported closer integration with the European Union while remaining outside it. The survey question included making trade, travel, work and study easier, alongside security cooperation.

Although the finding measures attitudes toward closer ties rather than travel intentions, it suggests a receptive backdrop for European destinations presenting themselves to Canadian audiences.



Daniela Berendonk, Group Marketing Director, Martinhal Resorts at the Toronto media event

Luxury designed around families

At Downtown Winery, Berendonk outlined the distinct personalities of Martinhal's four properties and the philosophy that connects each.

"Where parents truly relax, and kids truly play. There's something for everyone of all ages and all family models," she said.

Founded by Chitra Stern, a mother of four, Martinhal set out to demonstrate that a family vacation and a luxury vacation can coexist. Since opening its flagship resort on the Algarve coast in 2010, the brand has expanded its offering across beach, villa and urban settings.

The approach reflects a wider luxury travel trend. In findings released in August, [Virtuoso](#) reported that multigenerational and family travel led the trip types requested by clients in its July survey of nearly 800 travel advisors worldwide.

It also reported a 59 percent increase in autumn bookings for 2026 and a 49 percent increase in fall bookings to Europe. These figures are not specific to Canadians or Portugal but provide broader context for the family travel market and demand beyond the summer peak.

Four perspectives on Portugal

At Martinhal Sagres, the setting is central to the experience. Located within a protected natural park beside a beach in Portugal's southwestern corner, the resort offers hiking, cycling and children's programming. According to Martinhal, Canadians have been particularly drawn to the property over

the past two years.

Kids' clubs cater to children from six months to 16 years old, while the Finisterra Spa offers family treatments. A complimentary Baby Concierge service allows families to reserve equipment, including bottle warmers and safety gates, before arrival.

Martinhal Quinta do Lago offers a more private base in the Algarve, with accommodation ranging from two-bedroom townhouses to five-bedroom villas, each with a garden and pool. Families can combine the independence of a home with access to children's programming, the Baby Concierge and events. Nearby activities include golf, horseback riding, beaches and pedal boats on a seawater lake.



A studio at Martinhal Chiado in Lisbon

In Lisbon, Martinhal Chiado occupies a restored 19th-century building in the historic Chiado neighborhood. Its 37 apartments range from studios to two-bedroom accommodation, with local artwork, cork coffee tables and colorful interiors.

A complimentary kids' club and crèche, housed within an exposed-brick vaulted space, give parents time to explore the city or enjoy a cocktail at Bar 1855 Gin Garden.

Martinhal Lisbon Oriente, which opened in summer 2023, brings the concept to the Tagus riverfront in Parque das Nações, the site of the 1998 World Expo. Designed for families and travelers combining business with leisure, the property offers studios through three-bedroom apartments with Smeg-equipped kitchens, a coworking space, indoor and outdoor pools, a gym and a kids' club.

Works by Portuguese artists Kruella D'Enfer, Graça Paz and Bordalo II feature throughout the

property. The development also introduced Martinhal's first branded residences, including river-facing penthouses.



The Toronto wine tasting event featured a lineup of whites, reds and a rosé

A taste of Portuguese hospitality

Following the presentation, Aimee Macedo, Director of Downtown Winery, guided attendees through five Portuguese wines: two whites, one rosé and two reds.

Small bites included bread with four olive oils, salted Marcona almonds, conservas and cheese, beet salad with feta, Portuguese tinned fish and flaming sausage. Inês Almeida Garrett, Country Director for Canada at Visit Portugal, also attended, bringing the national tourism office's perspective to the evening.

The tasting gave the destination pitch a tangible expression through Portuguese flavors and conversation. For *PAX International's* airline readership, the connection extends to the expectations passengers carry throughout a vacation: thoughtful service, a sense of place and comfort for every member of the family.

As airlines invest in premium experiences and Portugal's future connectivity takes shape, Martinhal's Toronto gathering highlights the hospitality awaiting travelers at the other end of the flight.

Find more images of the event below:



