

# RESPONSIBLE TOURISM IN ALGARVE

CATALOG 2025



**PROACTIVETUR**  
TURISMO RESPONSÁVEL • RESPONSIBLE TOURISM



# About Us

An Algarve-based company with a strong commitment to responsible tourism development, focusing on ecotourism, cultural and creative tourism.

We actively support environmental, cultural and social causes, partnering in regional and national projects and organising recognised initiatives in the region.





# Mission

*“What we do, we give back to the territory”.*

Responsible tourism is much more than just a part of nature tourism. It's not just about bird-watching or walking in the hills. It's about engaging with the environment. It's about sharing with people. It's about balancing the exchange between visitors, the ecosystem and the local community.

We raise awareness of the culture and biodiversity of southern Portugal, helping to preserve this rich heritage and the way of life of local communities.





# Our Team



## Joao Ministro

Founder, CEO, nature guide and a passionate about Algarve. Hiking and meeting local people and their way of life are his most common tours.



## Pedro Matos

Outdoor expert, master in sports and tourism. Enthusiastic about hiking and food! Coastline is his passion, where he spends much time catching waves and surfing!



## Daniel Martins

Mediterranean culture runs in his veins! Passionate about arabic history and culture. Food tours, cultural visits and walking are his main activities!



## Vanessa Flório

Master artisan, expert in weaving with vegetable fibers. Always very happy about her work and enthusiastic about teaching it. Craft workshops are her domain.

# Food Tours

The real flavors of  
Algarve



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# 1. Loulé's market: Traditional market and a taste of local flavors

Since the earliest of times, Loulé has been a center of great commercial activity as well known for the craftsmen (coppersmith, palm weavers or potters). Nowadays, we can still see some of them working at their workshops.

But, the Loulé's Market is the main attraction here: a magnificent edifice of neo-Arabic style, with more 100 years, that extends the bustle to the surrounding streets.

Here we can find all sorts of local products, such as fresh vegetables, fish and fruits that grow in Loulé's surrounding. In this tour we will visit the old and traditional city of Loulé, some special people that make the place alive and get the opportunity to taste the regional pastries, in a local familiar factory, taste dried fruits and in the end we'll taste some traditional "Petiscos" served in a typical Portuguese restaurant.





# Program

PRICE | 285€ (2pax); (43€ / extra person)

DURATION | half a day (3,5h)

INCLUDES | Personal guiding, visit tour in Loulé; Visit an artisanal pastry shop and factory, the last coppersmith workshop in the south of Portugal and the local Market. Includes tasting of traditional sweets, snacks and traditional “tapas”;

TIME | 10.30 am – 2 pm

MEETING PLACE | Loulé's Bus Station (front)

DAYS | Monday to Saturday

MONTHS | available all months

BOOKING | 3 days in advance (72 hours)

LANGUAGE | English / Portuguese

EXTRA | sportive or light clothes and comfortable shoes





## 2. Cataplana Experience: From the Market to the plate

The term "Cataplana" refers not only to the object itself, but also to the recipes made with it. The characteristics of this copper pan allow the creation of a great diversity of recipes, which delight the five senses and the heart, because the cataplana allows the use of little fat in the preparations. During this experience, you will have the opportunity to discover all the potential of the most iconic gastronomic utensil in the Algarve, learning how to make a cataplana recipe.

The tour starts with a guided tour through Faro Market, with a Chef, in order to meet the local products and to buy some of them for the next stage: the making of the Cataplana. This will take place in a local restaurant where you'll learn how to do it and, of course, to taste it!





# Program

PRICE | 325€ (1 pax); 185€/extra pax (max: 12 pax)

DURATION | 4h

INCLUDES | Personal guiding with a local Chef, visit to the Faro Market, cataplana class in the restaurant and complete lunch there;

TIME | 10.30 am – 14h30 pm

MEETING PLACE | Faro Market main entrance

DAYS | All days

MONTHS | available all months

BOOKING | 3 days in advance (72 hours)

LANGUAGE | English / Portuguese

EXTRA | comfortable cloths and shoes

NOTE | information requiered for food intolerances





# Cultural Tours

Get to know more about the  
real Algarve



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### 3. The world of cork: Visit to a cork factory and a cork tree forest

Cork is harvested from cork oak, a national symbol. A tree that is part of the Mediterranean ecosystem. It is an environmentally friendly material.

The algarvian mountains people always used cork to solve everyday problems in a perfect balance of the relationship between man and the natural resources. With a piece of cork we can invent and create up to our imagination.

In this tour we will take a guided visit to an old cork transformation factory, kept by a local family already over 50 years, where cork is prepared and separated for the industrial use. We will learn about the transformation process and after we'll visit a cork wood where nature shows its special value!





# Program

PRICE | 285€ (2 pax exclusive); (43€ / extra person)

DURATION | half a day (3h)

INCLUDES | Guided visit to cork factory followed by a tour to a cork woods with expert guide;

TIME | Morning or Afternoon

MEETING PLACE | S. Bras de Alportel

DAYS | Monday to Friday

MONTHS | available all months

BOOKING | 3 days in advance (72 hours)

EXTRA | sportive or light clothes and comfortable shoes



# Birdwatching

Enjoy a wonderful time  
in nature



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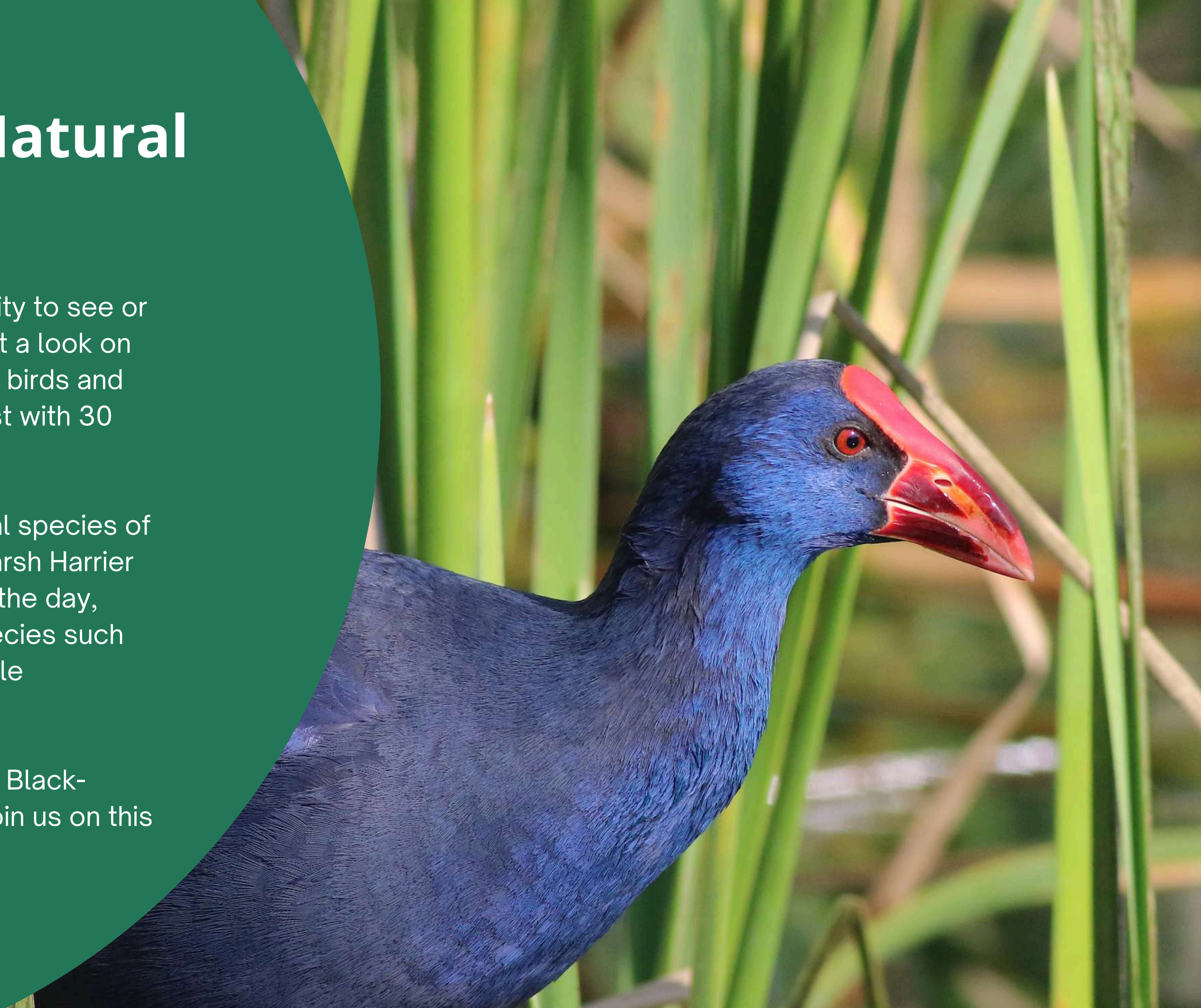


## 4. Ria Formosa's Natural park

Why would you miss out on the opportunity to see or to listen to a Blue Winged Magpie? Or get a look on the special Audouinnis Gull? Put together birds and their calls with the help of a true specialist with 30 years of birdwatching experience.

Walk along the natural park where several species of birds of prey occur. Booted Eagle and Marsh Harrier or the Hoopoe could be the highlights of the day, among several passerine and aquatic species such as Little Tern, Red Crested Pochard, Purple Swamphen, to name but a few.

The secretive Little Bittern and the exotic Black-headed Weaver also occur in this area. Join us on this surprising experience!







# Program

PRICE | Price: 200€ (1 to 8 pax)

INCLUDES | Expert bird guide, spotting scope (25-30x) and binoculars.

DURATION | 4h

MEETING PLACE | Algarve University, in Gambelas, Faro

DAYS | Monday to Sunday

MONTHS | available all months

BOOKING | 3 days in advance (72 hours)

LANGUAGE | English / Portuguese

EXTRA | sportive clothes and walking shoes



## 5. Salgados Lagoon

Enjoy a close contact with nature while discovering some of Algarve's colourful birds, as, for example, the rare Purple Swamphen or the Bluethroat. Small walk along Salgados lagoon, one of the region's most renowned birdwatching hotspots, where Black-winged Stilt, Greater Flamingo, Spoonbill, Mediterranean Gull, Marsh Harrier and many waders occur.

This is also an area of important occurrence of the rare Squacco Heron, Audouin's Gull and Ferruginous Duck. Discover these and many other bird species with the help of our specialized birdwatching guide with 30 years of field experience and writer of some Algarve's birdbooks. You will be guided through this remarkable nature experience by a true specialist!







# Program

PRICE | Price: 200€ (1 to 8 pax)

INCLUDES | Expert bird guide, spotting scope (25-30x) and binoculars.

DURATION | 4h (afternoon)

MEETING PLACE | Salgados Lagoon parking area

DAYS | Monday to Sunday

MONTHS | available all months

BOOKING | 3 days in advance (72 hours)

LANGUAGE | English / Portuguese

EXTRA | sportive or light clothes and comfortable shoes



# Hiking

Explore the Algarve's  
beautiful nature on  
foot!



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## 6. Water route: Walk in the protected area of Fonte da Benémola

North of Loulé, close to Serra do Caldeirão, we find a very special green valley: Fonte da Benémola. An area declared as a protected park due to its enormous natural richness. More than 300 species of plants and numerous wild birds can be observed here. All due to the abundant and permanent presence of water, which flows permanently from several natural springs, giving this place a very special value.

On this easy and very accessible walk for families, we will follow through some of the trails in this valley, admire its biodiversity and learn a little about the history of this space that has been used for centuries by local people for traditional agriculture because its abundant presence of water, also with medicinal properties.



# Program

PRICE | 200€ (1 to 8 persons)

INCLUDES | Personal guiding with local expert nature guide.

DURATION | 3h

DIFFICULTY LEVEL | Easy

DISTANCE | maximum 6km (can be shorter)

MEETING PLACE | Querenca village main square

DAYS | all days

MONTHS | available all months

BOOKING | 3 days in advance (72 hours)

LANGUAGE | English / Portuguese

EXTRA | sportive clothes and walking shoes / boots

OPTIONAL | Pic nic: 20€/person)





## 7. Hiking along ancient paths

For centuries the Algarve's countryside has been the home of many civilizations, including the Romans or the Arabs. Some of their physical testimonies are still present there, including rocky paths, water engines, graves or just names of places.

Nature already took back some of these places, but it's still possible to walk there and contact with an amazing beauty! Hundreds of wild plants, including orchids, roses, thyme, narcissus and many others can be seen in this walk, most in spring, but also many birds, small traditional farms.

This is a great hike to enjoy the wonders of the Algarve countryside in its most traditional and genuine state!

Note: hike taking place north of Loulé city;





# Program

PRICE | €225 (1 to 8 persons)

INCLUDES | Personal guiding with local expert nature guide.

DURATION | 3-4h

DIFFICULTY LEVEL | Easy / mediu

DISTANCE | maximum: 10km

MEETING PLACE | Fonte Filipe parking area

DAYS | all days

MONTHS | available all months

BOOKING | 3 days in advance (72 hours)

LANGUAGE | English / Portuguese

EXTRA | sportive clothes and walking shoes / boots

OPTIONAL | Pic nic: 20€ / pax





# General Notes

- Language: all our tours are guided by a english speaking expert guide from the region;
- Insurance: in all our tours, we have an tourism accident insurance for all customers;
- Legal License: we are full licensed to operate in all territory, including inside natural parks;
- Compromisse: we are fully compromisse with the well being of the customers, the quality of the tour and responsibility with the communities and local partners;
- Specific adaptations: we are fully prepared to adapt, adjust and organize the tours according to specifies of the customers. But its very important to check the tour description before choosing it;
- Pic Nics: We have two pic nic type: traditional and vegan. When choosing them, please let us know what type the customers prefer;
- Pic Nics: For customers in Self-Drive mode, we don't provide pic nics (only some traditional snacks - because of the weight we need to carry).



# Cancelation conditions

- Cancellations in the 24h period before the tour should be payed 100%;

## CONTACTS

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# Summer and Sunday's Bookings

- During the months of July and August, some tours will have an extra cost. The reason for this is related with extra efforts and hours needed to conduct the tour. This is mostly applied to the “7 Hangging valleys” walk;
- Also, in summer, walking tours should start as early as possible (09h00 maximum);
- Tours on Sundays will have an extra cost of 20% on top of the final price.



# Our Sustainability Commitment

Check out what we've been doing along the last years in order to become more responsible in our activity.



We are engaged with sustainability by the Portugal Tourism Institute program.

