



CONSORZIO DEI PROPRIETARI DI PUNTA SARDEGNA E PORTO RAFAEL

Cari Consorziati,

riteniamo sia molto importante che Porto Rafael comunichi i suoi valori e si faccia apprezzare sempre più, a livello internazionale, per le sue bellezze, il suo modo di vivere e la sua eleganza. Più che mai, tutti noi insieme dobbiamo difendere questo sogno.

Oggi un piccolo contributo a Porto Rafael: Destination Deluxe, international digital magazine con sede ad Hong Kong ci ha dedicato un articolo di grande rilievo.

Il readership breakdown della rivista è il seguente:

- 22% Hong Kong
- 13% USA
- 10% Singapore
- 10% UK
- 5% China
- 5% UAE
- 5% Australia
- 3% Korea
- 3% Japan

Gli articoli di Destination Deluxe vengono letti da circa 42,000 utenti a cui si aggiungono sui Social Media:

- 40K Facebook followers
- 19K Instagram followers
- 15K Twitter followers

L'occasione è particolarmente significativa per consolidare ed implementare i valori del territorio e l'immagine di Porto Rafael sul palcoscenico internazionale.

Desidero ringraziare l'editore ed amica Vivienne Tang per l'articolo che ci ha voluto dedicare con affetto.

Si allega la copertina della rivista con il relativo link alla visione dell'intero articolo:

[Copertina della rivista Destination Deluxe](#)

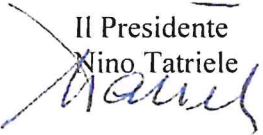
[Destination Deluxe - Porto Rafael con link di visura articolo](#)

[Traduzione articolo in italiano](#)

Ancora una volta.....

Sognare é Vivere!

Un caro saluto,

Il Presidente
Nino Tatriele


DESTINATION DELUXE

JOURNEY • WELLNESS • LUXURY
(<https://destinationdeluxe.com>)

PORTO RAFAEL: THE ITALIAN WELLNESS DESTINATION YOU NEED TO VISIT NOW

by Gayatri Bhaumik(<https://destinationdeluxe.com/author/gayatri-bhaumik/>)



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BLUE ZONE

“Blue zones” refer to areas of the world where people live much longer than average. And, with 20 centenarians between 1996 and 2006, Sardinia is officially a blue zone where residents have shown to live longer and happier lives. There’s good reason for that, believes Nino Tatriele, President of Consorzio di Porto Rafael. “Health and wellbeing is a territorial reality here,” says Tatriele. “We have exceptional longevity and mental wellness.”

So, what are the characteristics of a Blue Zone resident? For the most part, it’s a common-sense approach to living well. They eat a good diet with lots of veggies and moderate their alcohol intake; they also make time to stay active. In addition, they maintain strong family ties and a good social network – because no man is an island.

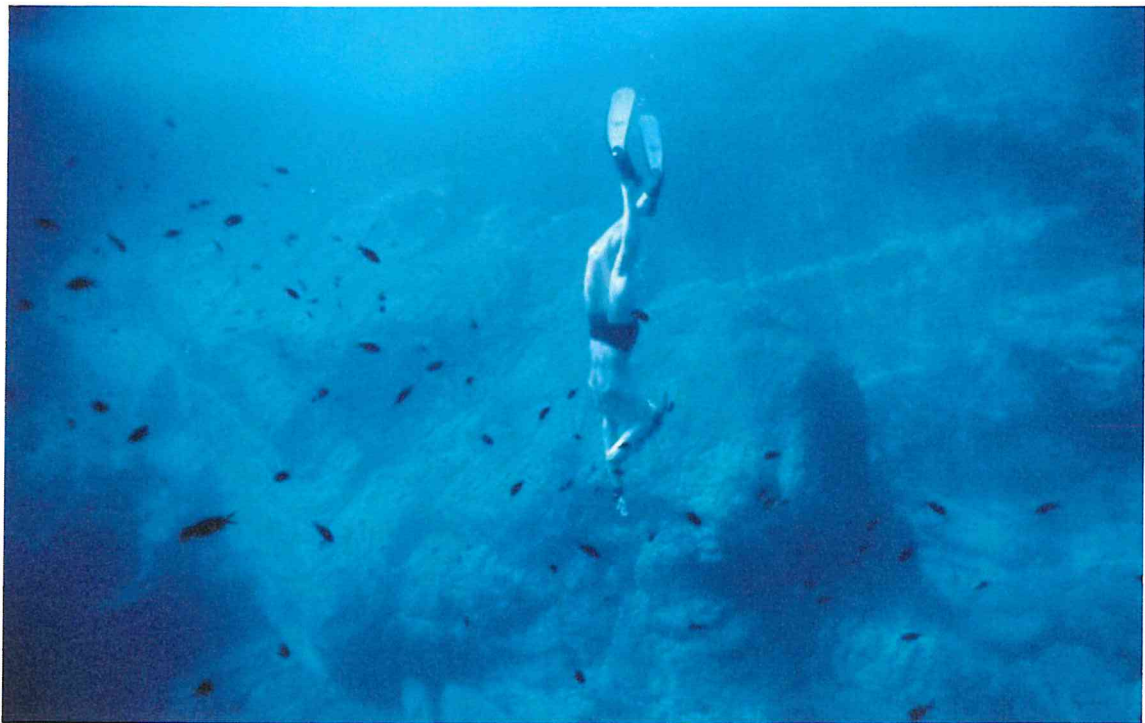


Photo: Courtesy of Marco Assmann

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Blessed with abundant nature and plenty of opportunities to stay active, Porto Rafael is a great spot to experience the rising wellness trend. "Here, we live the rhythms of a quiet life and enjoy a unique atmosphere," says Tatriele.

Start by exploring the pristine waters of La Maddalena Archipelago Natural Park. The area is made up of seven main islands and numerous inlets and is popular for deserted beaches, lush greenery, and abundant wildlife. Hire a tender from the local marina or, if you're feeling flash, charter a catamaran for a full day on the water, complete with an extravagant lunch and drinks.

Amongst these impressive ancient rocks, there's plenty of trekking to be found, too. Get lost in the region's stunning natural surrounds and breathe in the enchanting scents of the island on half or full-day treks that cater to everyone from absolute beginners to professionals. For a truly transformative experience, head out to Faro di Capo d'Orso and feel what it's like to stand at the edge of the world.



WHAT TO DO

With its small-town vibes, Porto Rafael is a study in *dolce far niente*. Literally translated as “the sweetness of doing nothing”, this is the Italian art of indulgent relaxation. And you’ll find plenty of chances for that here.

Wander the picturesque cobblestone streets, poking your nose into the artisanal shops that line them. Enjoy aperitivo at the Piazzetta, the little square which is the heart of the town. Or perhaps grab a perch on the uncrowded beach.

Of course, if you did want to embark on a little exploration, you can jaunt up and down the coast discovering hidden gems. Visit La Fortezza di Monte, which was built between 1887 and 1889 and was once called the most beautiful fortress in Europe, or delve into the region’s past at the Museo Ethnografico di Palau (the Palau Ethnographical Museum).

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WHERE TO STAY

Tucked between the sea and the town's main square, **Rafael Boutique Hotel**(<https://hotelpororafael.com/the-hotel>) was once home to the town's founder, Count Rafael Neville himself. This charming property boasts simple, chic guest rooms that echo Porto Rafael's laidback charm with bright colors, Moroccan-esque tiling, and furniture handmade in Sardinia. Don't miss the decadent buffet breakfasts and tantalizing Mediterranean dishes at the alfresco restaurant.

If you don't mind venturing further out, Palau's **La Vecchia Fonte**(<http://lavecchiafonte.hotelsinsardinia.it/>) is another great option. Rooms are resplendent in homey Sardinian decor that includes locally-sourced handcrafted furniture. The wood-paneled Café & Wine Bar offers breakfast and DOC wines in an old-world setting, while spa treatments are available on request.

THE FUTURE OF PORTO RAFAEL

So what's ahead for this unassuming town on the Sardinian coast? Wellness tourism could be one option. "Porto Rafael will be preserved with respect to its nature, while blending traditions with innovative thinking," believes Tatriele. "The magic of the town makes it a great choice for a natural family wellness destination for changemakers of today and tomorrow."

One thing's for sure, though. Porto Rafael will remain an idyllic part of the world. Rafael de Neville once said, "Sognare e' Vivere," which translates to "Dreaming is living." And that's an ethos Tatriele aims to have Porto Rafael stay true to.

PORTO RAFAEL: LA DESTINAZIONE DEL VIVERE BENE, DA VISITARE ORA

Ricco di splendidi paesaggi naturali ed erbe uniche, Porto Rafael è il luogo ideale per gli abitanti delle città che desiderano riavvicinarsi alla natura. Probabilmente non tutti avranno sentito parlare di Porto Rafael. Nascosta lungo la costa nord della Sardegna, questa piccola località portuale non è nel mirino del turismo di massa. Ma questo posto affascinante è stato a lungo una destinazione scelta da celebrità che volevano scappare dai paparazzi e da vacanzieri in cerca di un po' di sollievo in mezzo alla natura. Con magnifiche ville, ampi panorami che si spalancano sull'Arcipelago del Parco Naturale della Maddalena e con le sue acque limpide, è un palcoscenico perfetto per chi cerca natura, pace e privacy.

STORIA DI PORTO RAFAEL

La storia di Porto Rafael risale agli anni '60, quando fu fondata da Rafael Neville de Berlanga y del Duero, un Conte spagnolo legato all'industria cinematografica. Neville era infatti il figlio del regista hollywoodiano Edgar Neville e un grande amico degli attori Charlie Chaplin e Mary Pickford.

La leggenda narra che Porto Rafael venne in sogno a Neville. Nel sogno, vide una piccola spiaggia circondata da vegetazione, case dipinte di bianco e il mare. Neville cercò subito di trasformare il suo sogno in realtà e intraprese un viaggio in Italia. Qui conobbe Paolo Cudoni, la cui famiglia possedeva la costa che si estende da Punta Sardegna a Palau. E durante le loro esplorazioni, si imbatterono nella località che alla fine sarebbe diventata Porto Rafael.

BLUE ZONE

Con il nome Blue Zone ci si riferisce a quelle aree del mondo in cui le persone vivono molto più a lungo della media. E, con venti centenari tra il 1996 e il 2006, la Sardegna è ufficialmente considerata una Blue Zone, dove gli abitanti hanno dimostrato di vivere una vita più lunga e più felice. "C'è una buona ragione che spiega tutto ciò" precisa Nino Tatriele, Presidente del Consorzio di Porto Rafael. "La salute e il benessere sono una realtà territoriale", afferma Tatriele. "Abbiamo una eccezionale longevità e benessere mentale".

Quindi quali sono le caratteristiche di un residente della Blue Zone? Per la maggior parte, si tratta di un approccio di buon senso per vivere bene. Seguono una buona dieta alimentare e moderato consumo di alcol; e trovano il tempo per rimanere attivi. In più, mantengono forti legami familiari e una buona rete di relazioni, perché nessun uomo è un'isola.

LA NATURA COME MEDICINA

La natura sta diventando un vera tendenza nel Wellness, come dimostrato nel recente rapporto sulle tendenze benessere del Global Wellness Institute. La ricerca ha dimostrato che vivere circondati dalla natura e rimanere attivi contribuisce alla longevità. E con sempre più persone che vivono in ambienti urbani, è diventato sempre più frequente cercare la natura e la vita attiva, durante le vacanze. Trend come il Forest Bathing stanno diventando sempre più popolari e molti hotel aggiungono attività all'aperto nei loro programmi benessere.

Ricca di una natura rigogliosa e piena di opportunità per rimanere attivi, Porto Rafael è il luogo ideale dove sperimentare la crescente tendenza del benessere. "Qui, viviamo i ritmi di una vita tranquilla e godiamo di un'atmosfera unica," dice Tatriele.

Si inizia esplorando le acque incontaminate del Parco Naturale dell'Arcipelago della Maddalena. L'area è composta da sette isole principali e numerose insenature, ed è famosa per le spiagge deserte, la vegetazione lussureggiante e l'abbondante fauna selvatica. Si prosegue poi noleggiando un tender dal porto turistico locale, o in alternativa, un catamarano per un'intera giornata in acqua, con lunch e qualche drink.

Tra queste imponenti rocce antiche, sono molti i sentieri da trekking da scoprire. È bello perdersi nei meravigliosi dintorni naturali della regione e respirare gli incantevoli profumi dell'isola durante le escursioni di mezza giornata o di una giornata intera, in grado di soddisfare tutti, dai principianti assoluti ai professionisti. Dirigersi poi al Faro di Capo d'Orso e provare cosa vuole dire sentirsi ai confini del mondo, rappresenta un'esperienza straordinaria.

COSA FARE

Con le sue vibrazioni da piccola cittadina, Porto Rafael è un rivivere il “Dolce Far Niente”, che è l'arte tutta italiana del rilassamento indulgente. E qui si trovano molte occasioni per metterlo in pratica. Passeggiare per le pittoresche strade, curiosare nei negozi, godersi l'aperitivo in Piazzetta, che è il cuore del borgo; o gustarsi un pesce persico su una spiaggia poco affollata; o ancora imbarcarsi per una piccola esplorazione su e giù per la costa alla scoperta di gemme nascoste. E infine, si può visitare La Fortezza di Monte, che è stata costruita tra il 1887 e il 1889 e che è stata definita la più bella fortezza d'Europa, o ancora approfondire il passato della regione al Museo Etnografico di Palau.

DOVE SOGGIORNARE

Nascosto tra il mare e la piazza principale della città, il Rafael Boutique Hotel era un tempo la dimora del fondatore della città, lo stesso Conte Rafael Neville. Questa affascinante struttura vanta camere semplici ed eleganti che richiamano il fascino rilassato di Porto Rafael, con colori vivaci, piastrelle in stile marocchino e mobili realizzati a mano in Sardegna. Da non perdere le colazioni a buffet e gli stuzzicanti piatti della cucina mediterranea presso il ristorante all'aperto.

Per chi vuole avventurarsi oltre, La Vecchia Fonte di Palau è un'altra ottima opzione da considerare. Le sue camere risplendono nell'accogliente arredamento sardo che vede mobili artigianali di provenienza locale. Il Cafè & Wine Bar, rivestito in legno, offre colazioni e vini DOC in un'ambientazione vecchio stile, mentre i trattamenti benessere sono disponibili su richiesta.

IL FUTURO DI PORTO RAFAEL

Allora cosa ci si aspetta per questa cittadina della costa sarda? Il turismo del benessere potrebbe essere un'opzione. “Porto Rafael sarà preservata nel rispetto della sua natura, mescolando le tradizioni con il pensiero innovativo”, ritiene Tatriele. “La magia del luogo la rende un'ottima scelta come destinazione di benessere naturale per famiglie e per i fautori di cambiamenti di oggi e di domani.”

Una cosa è certa comunque. Porto Rafael rimarrà una parte idilliaca del mondo. Rafael de Neville una volta disse: "Sognare è Vivere". E l'obiettivo di Tatriele è che Porto Rafael rimanga fedele a questa etica.



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Dear Consortium Members,

We believe in the importance of communicating the values that define Porto Rafael and to be ever more appreciated internationally for the beauty, the way of life and the elegance that characterize us. And now, more than ever, we must all defend this dream together.

Today I announce a small contribution to Porto Rafael: Destination Deluxe, an international digital magazine based in Hong Kong, has dedicated a very important article to us.

The readership breakdown of the magazine is the following:

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The occasion is particularly significant for consolidating and implementing the values of the territory and the image of Porto Rafael on the international stage.

I would like to thank the publisher and friend Vivienne Tang for the article she wanted to dedicate to us with affection.

Attached is the cover of the magazine with the relative link to the vision of the entire article:

[Cover of the Destination Deluxe](#)

[Article Destination Deluxe](#)

Once again.....

Dreaming is Living!

Best regards,

The President
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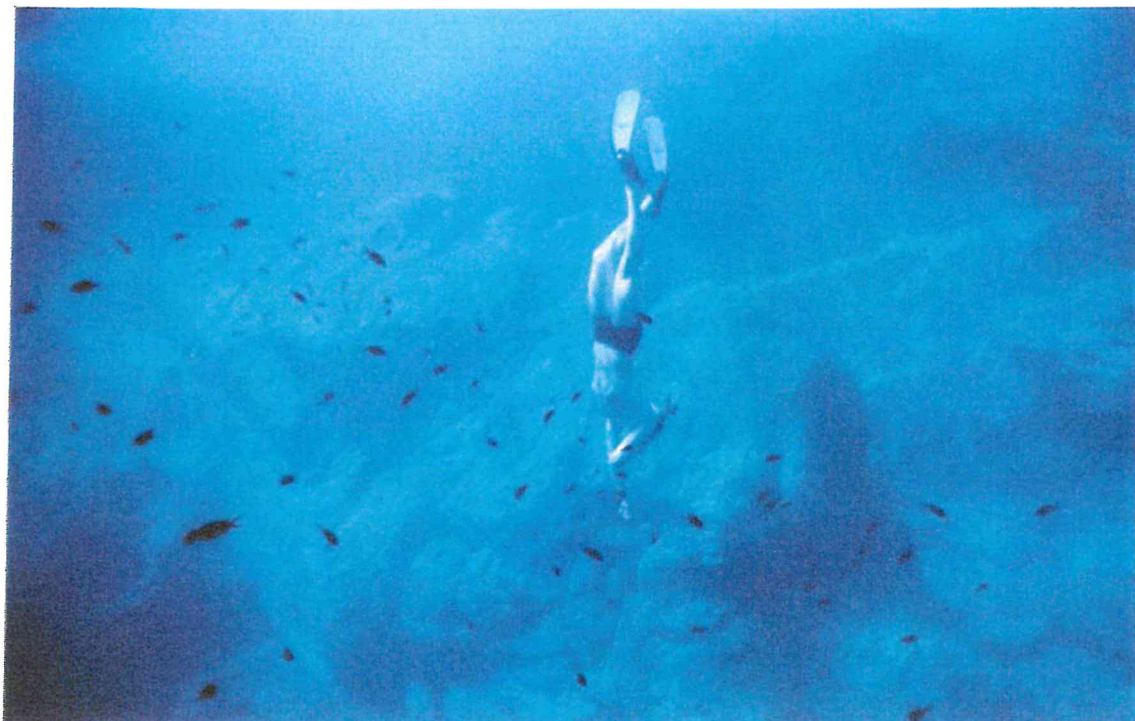


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