

Campo dos Sonhos “The Dreams Field” - the nature closer to you

THE COUNTRY HOTEL “CAMPO DOS SONHOS” OFFERS AN AUTHENTIC COUNTRY DAY BY DAY WITH MORE THAN 100 ACTIVITIES IN A TYPICAL AND GORGEOUS SCENERY ON MANTIQUEIRA HILL

Campo dos Sonhos, located on Mantiqueira Hill, is six kilometers (four miles) from Socorro town, São Paulo state, is a farmer which started working with rural tourism and became a comfortable country hotel. The differential related to other establishments of its category is the fact that the typical rural activities from middle class brazilian agricultors which existed before in the routine of the farm were included to the services and rides offered to the guests and visitors.

As a result of this integration, the visitor takes part of a true country day-by-day while takes a rest in a gorgeous scenery. That’s why the place has been chosen one of the best of Brazil for four following years in four categories: the best farm hotel, best for children, best for home pets, the best for working out the “Quatro Rodas” guide, one of the most respected travel guides ever.

The more than 100 activities are spreaded in 250.000 sq.m (157.000 sq. miles) in the nature. There are woods with important species of trees from the brazilian flora like: brazil’s tree, jequitibá, urucum and yellow ipê, our town symbol, besides a great fruit yard with more than 200 different fruits, where you can eat from the tree. There are also lakes, rivers and cascades, animals (horses, cows, goats, sheeps, rabbits, jerks, ponies, lhamas, ostriches, buffalos, turkeys, ornithes, pea-cocks, pheasants and others), green houses with organic greens and vegetables.

THE TRUE COUNTRY-SIDE LIFE

At the Campo dos Sonhos the guest or the visitor can know the tipical rural activity like coffee crop production and “cachaça” from distillery, the apiary, the wormy and greens (the humus from wormy is used as organic fertilizer). All the products are labeled Campo dos Sonhos and sold at the shopping of the field.

The country side house is a ride by the Brazil inland. The residence that existed before the hotel setting, got feature furniture and appliances and it’s a real inland museum. There there is a country music show at night to entertain those who have never listened to the real country music alive. One of the famous musicians of the hotel is Sir Luiz Franco, 90 years old, José Fernandes Franco’s father, the hotel owner.

All the employees live in the place and also grab the local culture to the farm. An example is Mrs Jô , a good cooker from Socorro, who has been preparing excellent recipes for more than 5 years using the local ingredients. Four meals are included in the dairy, enhancing the afternoon country coffee break that offers grated corn, corn on the cob, cakes, peanuts, popcorn and others.

ESTIMULATED PRESERVATION

Many tourists take away a piece of the nature as reminds, stones or plants. At Campo dos Sonhos they are stimulated to do the opposite: they leave a remind to the nature. Each guest is invited to plant a tree or adopt an existent one.

More than 2000 have already been planted. All of them have identification name, popular and scientific, and the name of the adopter (person, family or school). It's common to return to the place to observe the plant growth.

EACH SPACE, A SURPRISE

Riding in the Campo dos Sonhos is an every time surprise. In one of the corners you can rest in a Zen Room (Relax), a nice place with ofurô bath, meditation classes, yoga, tai-chi-chuan or meditation.

You can also walk by tracks which stimulate imagination: The "why" road, reflection, thoughts, love, proverbs, fun or the discovering court and the sign. Who doesn't wonder what there is behind the names? Besides the contact to the wood, animals, lakes and falls, the visitor enjoys reading the messages carved on the theme plaques of wood fixed on the way.

You can also know more about the Indian culture, with Brazilian Indian dwellings and even Praying house, built by the Guarany Indians who visited the place years ago. Every year, on April, a tribe of a different place comes to Campo dos Sonhos to contact the children who visit the place, otherwise, projects, with students are important actions promoted by the Campo dos Sonhos.

SPECIAL PROJECTS FOR STUDENTS AND TOURISTS WITH DEFICIENCY OR REDUCED MOBILITY

The work that's held with students from the schools which visit the "Campo dos Sonhos Hotel and Farm" is special. All the activities – with animals, environmental and ecological, cultural, educative and recreational – show the children who live in urban areas, apartments, etc, a little of the life that many of them would never see personally.

Since November, 2006, Campo dos Sonhos changed into one of the first hotel farms in Brazil adapted to people with deficiency or reduced mobility. The wheel-chairs users, deaf and dumb, blind, etc, inspired the official "Special Adventurers" project, from the Tourism Ministry together with the NGO "Special Adventure" so that all the tour enterprises in Brazil could be adapted to this kind of public.

THE CONCRETIZATION OF THE DREAM AND THE SUCCESS

The name of the hotel "Campo dos Sonhos" brings the spirit of his idealist, the agronomic engineer José Fernandes Franco, (or Joe) as he's known. He tells that during 17 years he worked for multi- national companies, living in huge urban centers.

On the other hand, born in Socorro, he always had a dream of returning to his home town one day and mainly to the field. His dream came true and that's why that after 14 years, the "Field of dreams" is the satisfaction and pleasure that "Joe" idealizes each offered activity. "The place is the result of the will in uniting the nature to the leisure and the rest for guests and

visitors”, says José Fernandes proudly. Campo dos Sonhos was inaugurated on April 1st, 1994, his mother’s birthday, Maria Fernandes.

And the stuff is a success offering 100 beds (18 apartments and 12 chalets, from 2 to 8 people each). It’s rank is 70% of occupation while the marketing rate is 45% to 50%. It’s return rate is 20%. It’s a very high rate, since that some hotels have only 5% and feel good about it. The owner created the “star program”, a project of fidelity in which the client gets discounts and gifts at each return. In high season, the hotel receives 4000 people a month, among guests, visitors, riders and others.

SUBSTRUCTURE OF CAMPO DOS SONHOS

Campo dos Sonhos is a recreational complex built to supply specially you who were born and live in big cities and enjoy being close to the nature.

The one who comes to Campo dos Sonhos has a dream in mind: open the window in the morning and see peaceful green mountains, walk around with children by a track in the wood, breathing pure air among lakes, falls and natural pools.

You’re going to feel the thrill of being living on a farm with milking cows, goats, sheep, rabbits, ducks, pheasants, geese, pea cocks, chicken, turkeys, ostriches and other animals. What a magic when the animals touch our hands for foods. Having a class with the own nature. Learning to identify species of plants and trees, even plant one, if you want. Understand how a wind mill works, a water wheel and a water mill. Playing of building bridges and floats, milk cows yourself and drink the pure milk right now, see how to produce coffee, from the plantation to the consume, the children can even learn how to organize the bees communities and to know all their products like: honey, própolis, pollen and wax and also visit a sugar cane crop to see how to produce “cachaça”.

At the butterflies place you can know their eggs which will develop into worms that after the metamorphosis will become beautiful butterflies. On a guided ride, an engineer or an agricultor technician goes with the groups explaining each activity developed at any place like, green yard which produces all the greens for the restaurant without any kind of chemical product. All is natural using organic fertilizer produced by the worms beside the place.

An orchard with citric fruit, mango, avocado, kaki (persimmon), gooseberry, plum, grapes and more than 200 wild fruit, is at the visitor’s disposition and they can prove them from the trees.

There are 14 fishing lakes, for those who enjoy fishing with a great variety of fishes, like: tilapias, pacus, piauços, tambaquis, matrinchãs, cascudos, carpas, African bagres and corimbatás, all of them raised in local and frequently laid at the fishing lakes.

The hotel-farm Campo dos Sonhos is located on a high level, where one can see all the farm surrounded by the mountains and has the following settings or accommodations: apartments with frigobar, module beds, cable tv (sky), telephone, hair drier, covered and heated pool, normal pool, dry and moist saunas, paradise spa for 8 people with bar and a pretty doll house. There are also complete chalets to comfort all the family. Beside the 3 meal of the daily plan, it’s included the traditional country side coffee with corn on the cob, corn cake, granted corn, popcorn, peanuts, homemade cookies, sugar cane juice, milk, coffee and teas. At the

restaurant, 12 kinds of meals are served hot and several salads at self service system, delicious sweets, all produced at home. Other activities are included in the program like riding horse, carts, boats, caiaking, pedalinhos, biking, horse carts, patinetes, tricycles, quadricycles, everything guided by trained monitors. For those who love adventure activities, there are: arvorismo (activity up the trees), tirolesas, waterfall and climbing wall. Everything is ruled by ABNT, an organ that certificates tourism operations and adventures in the state.

A true leisure center for you and your family rest and relax, with sport courts, gamings, gym, toy rooms, playground and an auditorium for films and karaoke, event center, reading room, library and computer room. There are also shows with singers, bands and folklore groups from the regions. That's not all. At the shopping you can buy everything that's produced at the place and many interesting gifts. There are also the production of cachaça and space Zen with relaxing activities such as ofurô baths, massages and others. Besides that, the place can comfort animals in special conditions since born or grown ups.

All of this can make you back home "brandnew" and up to restart.

Besides receiving tourists and visitors, Campo dos Sonhos has been working for 14 years on an educational project named "Living the nature", turned to schools where a multi disciplined work has been developed through observation and living. Campo dos Sonhos offers the possibility to the student so that he can realize the participative way, the relation dynamicity between the man and the several elements that constitute the natural environment, thus making it strong, even the theoretical concepts gotten in the classroom. The place presents a perfect room for studies related to sciences areas, ecology, rural math, geography, history and environmental studies.

As we have seen up to now, at Campo dos Sonhos it's possible to learn a lot about ecology, through the observation and the direct contact with the nature phenomena. Trained monitors give a practical idea about rural activities and their interrelations with several subjects, for instance: the forest and its ecology, the crops and the animals, birds and fish, the natural resources and the special projects, the celebrating program to the Indians with their participation showing the students their guarany culture.

The first contact of the students and the Indians happens at the ecological track in a small "virgin wood", a similar place where they lived before. The students learn about their natural habitat and several species of birds, plants and wild animals. They show the principal medical plants used by the Indians, wild cassava, used as food, the use of lianas, "sapé" grass and woods for building shelters. Out of the forest the Indians show the use of arnotto tree for paintings, the use of stones and rocks to make their weapons used for fishing and hunting, the students come to know their main dances and songs in guarany, their instruments and can participate of this folklore manifest, promoting a perfect integration between the Indian and the white.

Many other programs can be developed together the schools. The recreational parts include riding horse, boats, cycling and many others.

Campo dos Sonhos is a real paradise, not only for you who wants to be closer to the nature, but also for those who want to have a real class with the nature.

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