

EQUESTRIAN INVESTOR'S NOTEBOOK



HORSE
ECONOMIC
FORUM®



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INTRODUCTION

Alter do Chão presents itself as a territory of excellence for investment in the equestrian sector, combining tradition, innovation, quality of life, and favourable public policies.

This notebook gathers the main data and programmes that make this municipality an opportunity for investors.



SOCIAL FRAMEWORK OF THE MUNICIPALITY

The Municipality of Alter do Chão implements social policies that promote well-being, territorial cohesion, and the settlement of residents, being a strong supporter of rural and equestrian projects.

Advantages for the investor:

- Social stability in the territory;
- Institutional support for the local population;
- Environment conducive to social/corporate responsibility projects.

ALTER DO CHÃO IN NUMBERS

Local Economy:

- 378 companies (14 in manufacturing industry);
- Business turnover: €50.2 M;
- Main sectors: agriculture, social support, construction, and tourism;
- Average monthly income: €982.

Real Estate and Tourism Market:

- Sale price/m²:
 - €360 (existing)
 - €379 (new)
- Rental price/m²: €1.72
- Tourist accommodation:
 - 317 beds
 - Revenue: 2,56 M €



Area: 362 km²



Birth rate: 7,3%



**Seniors
(>65 years): 31,6%**



**Density:
8,7 hab/km²**



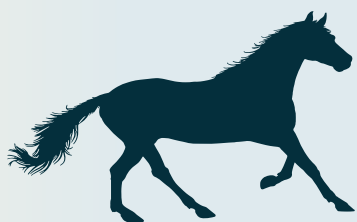
CONTEXT OF THE EQUESTRIAN SECTOR IN ALTER DO CHÃO

In Alter do Chão, the horse is not just heritage — it is a driver of development, innovation, and international projection. Since 1748, with the foundation of the Alter Stud Farm, this Alentejo village has been known as the birthplace of the prestigious Lusitano horse from the Alter Real lineage.

History merges with the present: the Stud Farm, located in Tapada do Arneiro, remains active, combining breeding, training, tourism, science, and education in one space. Today, this facility not only houses the breeding of around 500 horses but also includes genetics research units, a veterinary clinic, and a training centre directly linked to the University of Évora and INIAV (National Institute for Agricultural and Veterinary Research).

CONTEXT OF THE EQUESTRIAN SECTOR IN ALTER DO CHÃO

TERRITORIAL AND ECONOMIC DYNAMICS



Horse breeding and export:

The Alter Stud Farm carries out annual sales of 15 to 20 horses and 6 to 8 stallions, with base prices ranging from €5,500 to €11,000.



International events:

Alter hosts the Horse Economic Forum, horse auctions, and high-level equestrian competitions, positioning itself as a reference on the European equestrian calendar.



Education and science:

The presence of EPDRAC, INIAV, and the Veterinary Hospital creates a network ranging from technical training to scientific development, with projects in areas such as animal nutrition, reproduction, biomechanics, and technological innovation.



Distinctive equestrian tourism:

The Hotel Vila Galé Collection Alter Real, located within the Stud Farm, is an example of heritage rehabilitation combined with a premium tourism concept. It employs over 40 people and offers unique experiences related to horses and nature.

CONTEXT OF THE EQUESTRIAN SECTOR IN ALTER DO CHÃO

MULTIPLIER EFFECT IN THE REGION

The sector drives other economic areas, such as:

- **Agriculture and animal production**, in coordination with equine feeding;
- **Animal health and welfare services**, focused on equine medicine;
- **Production and marketing of equestrian equipment**, with potential for local brands and crafts;
- **Nature tourism, gastronomy, and wine**, complementing the equestrian experience.



CONTEXT OF THE EQUESTRIAN SECTOR IN ALTER DO CHÃO

MULTIPLIER EFFECT IN THE REGION

“Cavalo Alter Real” brand: A symbol of excellence in dressage, working equitation, and equestrian art.



Unique infrastructure: Tapada do Arneiro, indoor and outdoor arenas, state-of-the-art clinical and laboratory units, and accommodation centres for researchers and digital nomads.

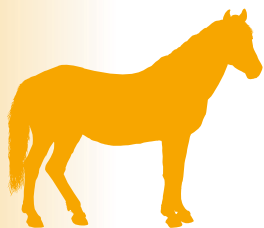


Tradition with innovation: Alter do Chão is not only a place with history and horses — it is a living ecosystem that combines tradition, science, tourism, and circular economy.

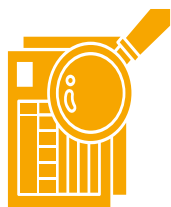


INVESTMENT OPPORTUNITIES

The equestrian sector in Alter do Chão presents various investment opportunities, including:



Horse breeding and commercialization



Research and development



Animal technology and welfare



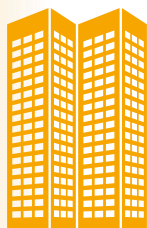
Equipment and accessory trade



Education and international programmes



Internships



Event infrastructure



Equestrian tourism



Installation of digital nomads and rural startups

ENTITIES BY TERRITORIAL UNIT



These structures form an integrated ecosystem where knowledge, practice and research coexist in the same territory, preparing highly qualified professionals and promoting innovation in the equestrian sector.

Alentejo

Entities relevant to the horse sector at regional level

Alentejo Tourism

Portugal

Relevant entities in the horse sector at national level

International Association of Sorraia
Horse Breeders

Association of Garrano Horse
Breeders

Tourism of Portugal

Portuguese Equestrian
Federation

Portuguese School of
Equestrian Art

Portuguese Association of Purebred
Lusitano Horse Breeders

National Association for Equestrian
Tourism

Alter do Chão

Key entities in the horse sector in Alter do Chão

University of Évora

Telles de Carvalho
Stud Farm

Torre Vaz Freire
Stud Farm

Alter Stud Farm

Alter Clinical Unit

Monte Barrão
Stud Farm

Calhas de Almeida Stud
Farm

Molecular Genetics
Centre

Professional School for Rural Development of Alter do Chão

SPECIALISED EQUESTRIAN TRAINING STRUCTURES

Alter do Chão stands out nationally as a training and scientific hub in the equestrian sector, bringing together vocational schools, higher education institutions, clinical centres, and research units — all connected to real-world practice.

PROFESSIONAL AND TECHNICAL TRAINING:

- EPDRAC – Professional School for Rural Development of Alter do Chão
 - Located at the Alter Stud Farm, it offers reference technical courses:
 - Equine Management Technician
 - Agricultural Production Technician
 - Rural and Environmental Tourism Technician



SPECIALISED EQUESTRIAN TRAINING STRUCTURES

HIGHER EDUCATION AND APPLIED RESEARCH

- Polytechnic Institute of Portalegre (IPP)
 - Degree in Equine Sciences
 - Degree in Veterinary Nursing
 - Vocational Technical Course (CTeSP) in Sports and Equestrian Training
 - Vocational Technical Course (CTeSP) in Veterinary Care
- University of Évora Training Hub in Alter do Chão
 - Support for R&D projects
 - Courses in partnership with EPDRAC and IPP
 - Direct link with the Veterinary Hospital and laboratory infrastructures at the Stud Farm



SPECIALISED EQUESTRIAN TRAINING STRUCTURES

ADVANCED CLINICAL AND SCIENTIFIC STRUCTURE

- Veterinary Hospital of the Alter Stud Farm
 - Dedicated facilities for equine medicine and clinical research:
 - Neonatology and Reproduction Unit
 - General Clinic and Orthopaedics
 - Elective Surgery and Imaging
 - Molecular Genetics Laboratory
- Equine Reproduction Centre
 - Focused on reproductive control, artificial insemination, and stallion evaluation.



SPECIALISED EQUESTRIAN TRAINING STRUCTURES

NATIONAL REFERENCE ENTITY

- INIAV – National Institute for Agricultural and Veterinary Research
 - Works to support research and innovation in:
 - Animal genetics and breeding
 - Equine health and nutrition
 - Sustainability and animal welfare
 - Collaborative projects with the Stud Farm and the Hospital



SUCCESS CASES

Alter do Chão is already the scene of successful projects in the equestrian sector, serving as inspiration for new investors. Some examples include:



Alter Stud Farm – Internationally recognised for Lusitano horse breeding, this historic institution is a model of excellence and innovation in preserving the breed. Among its standout horses are Rubi AR, one of the most important dressage horses internationally, and Beirão AR, known for outstanding performance in competition



EPDRAC – A school that combines technical education with equestrian practice, training highly qualified professionals, widely recognised in the sector, with high employability rates.



INIAV – Contributes to genetic innovation, animal health, and the well-being of Lusitano horses.



Equestrian Tourism Developments – Various accommodation and rural tourism units have invested in equestrian experiences, attracting national and international visitors.



Horse Economic Forum – Event held in Alter do Chão that brings together horse and equestrian market experts to discuss trends and economic innovations in the sector.

HOTELS

Hotel offer in the region:



**Hotel Vila Galé Colletion
Alter Real**

Phone:
+351 245 240 130

Email:
alter@vilagale.com



**Villa Alter Guesthouse
(By Villa Collection)**

Phone:
+351 912 389 772

Email:
villaalter@villacollection.pt



Alter Village Apartments

Phone:
+351 966 830 662

Email:
altervillage.apartments@gmail.com



**Hotel Convento
D'Alter**

Phone:
+351 245 619 120

Email:
reservas@conventodalter.com.pt



**Varandas de Alter Hotel &
SPA**

Phone:
+351 245 612 024

Email:
varandasdealter@gmail.com

LOCAL ACCOMMODATION

Local accommodation in the region:



As Andorinhas

Email:
ausendass66@gmail.com

**Casa de Campo –
Monte de Vila Formosa Country
House**

Phone:
+351 245 639 804 | +351 910 771 492
Email :
turismorural@vila-formosa.com



Casinhas de Santo António

Phone:
+351 930 583 315
Email:
geral@casinhasdesantoantonio.pt



LOCAL ACCOMMODATION

Local accommodation in the region:



Horta da Pontinha

Phone:

+351 914 777 901

Email:

spintao60@gmail.com

Monte Da Boavista: Country Family House House

Phone:

+351 919 632 368

Email:

perfectmoments2014@gmail.com



Casa de Campo de Alter Pedroso

Phone:

+351 962 793 681

Email:

villaalter@villacollection.pt



ACCESSIBILITY

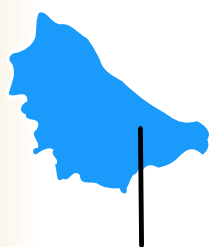
Alter do Chão is located in the district of Portalegre, within the Alto Alentejo sub-region.

The rich natural and cultural heritage of this sub-region, along with the quality of its rural landscape, gives it a strong territorial identity.

In Alter do Chão, these distinctive factors are inseparable from horse culture and the local stud farm tradition.



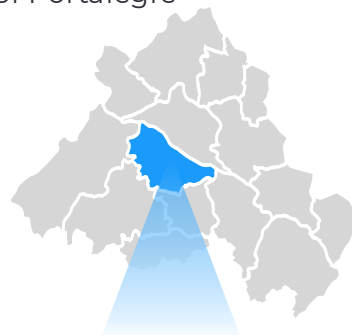
Alter Real Stud Farm in Alter do Chão



Alter Real Stud Farm



Alter do Chão in the district of Portalegre



Distances from Alter do Chão to major airports and urban centres:

Lisbon Airport	2h
Porto Airport	3h
Faro Airport	3h20
Beja Airport	2h15
Badajoz Airport	1h10
Ponte de Sor Aerodrome	0h35

ENTITIES LINKED TO THE CLUSTER

PUBLIC AND INSTITUTIONAL



Alter do Chão City Council

Institutional support for the equestrian sector, tourism, and culture.

www.cm-alter-chao.pt



Alter Stud Farm – Alter Real Foundation

Centre of excellence in the breeding of Alter Real horses, training, research, and events.

www.coudelariadealter.pt

SCIENCE AND INNOVATION



INIAV – National Institute for Agricultural and Veterinary Research

Research in equine genetics, nutrition, diseases, and animal welfare.

www.inia.pt



Veterinary Hospital of the Alter Stud Farm

Specialised equine clinic in medicine, surgery, and neonatology. Partnerships with universities and support for internships and R&D projects.

ENTITIES LINKED TO THE CLUSTER

PROFESSIONAL EDUCATION AND TRAINING



EPDRAC – Professional School for Rural Development of Alter do Chão

Training in equine management, equestrian tourism, horse care, and training.
www.epdrac.pt



Polytechnic Institute of Portalegre

Higher education courses in equine sciences, veterinary nursing, and equestrian sports.
www.ipportalegre.pt



University of Évora Hub

Space equipped to host start-ups and small businesses connected to the horse industry.

RECOMMENDATIONS FOR EQUESTRIAN INVESTORS

- Take advantage of the low population density and affordable land prices;
- Rehabilitate heritage buildings with municipal support;
- Establish partnerships with key sectors (agriculture, tourism, education);
- Develop equestrian and rural wellness experiences;
- Create housing solutions for workers and visitors;
- Anticipate opportunities arising from the development of the Crato Multipurpose Project – Pisão Dam.



A person is leading a brown horse through a field. The person is wearing a blue shirt and is holding the reins. The horse is brown and has a white blaze on its face. The background shows trees and a bright sky.

FINAL CONSIDERATIONS

Alter do Chão combines tradition and innovation in a territory with a strong identity and high attractiveness.

The presence of educational and research institutions, along with cultural and landscape heritage, positions the municipality as the epicentre of the horse economy in Portugal.

With incentives for business setup, continuous training of qualified human resources, media visibility, and a growing international market, Alter do Chão is a unique opportunity for those wishing to invest in a sector with identity, value, and future.

FAMILY CARD – BIRTH INCENTIVE

Objective: Financial support for families with children up to 36 months of age.

Amounts::

- 0–12 months: up to 100€/month;
- 13–24 months: up to 75€/month;
- 25–36 months: up to 50€/month.

Impact on investment:

- Retention of workers with children
- Support for family housing models near equestrian centres
- Attraction of young families

SCHOLARSHIPS – SUPPORT FOR EDUCATION

Objective: Support higher education students residing in the municipality.

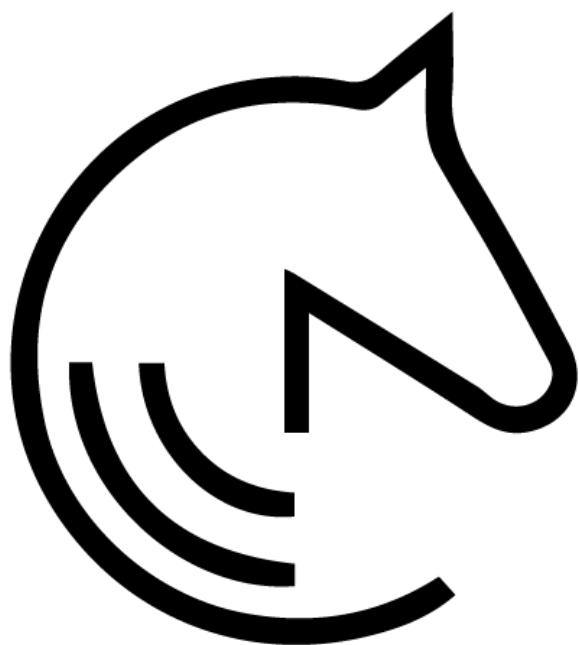
Criteria:

- Permanent residence
- Financial vulnerability
- Academic achievement

Importance for investors:

- Qualification of local human resources
- Possibility of internships and collaborations with young people in relevant areas: veterinary medicine, equine sciences, tourism, among others





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For more information: www.horseeconomicforum.com



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