

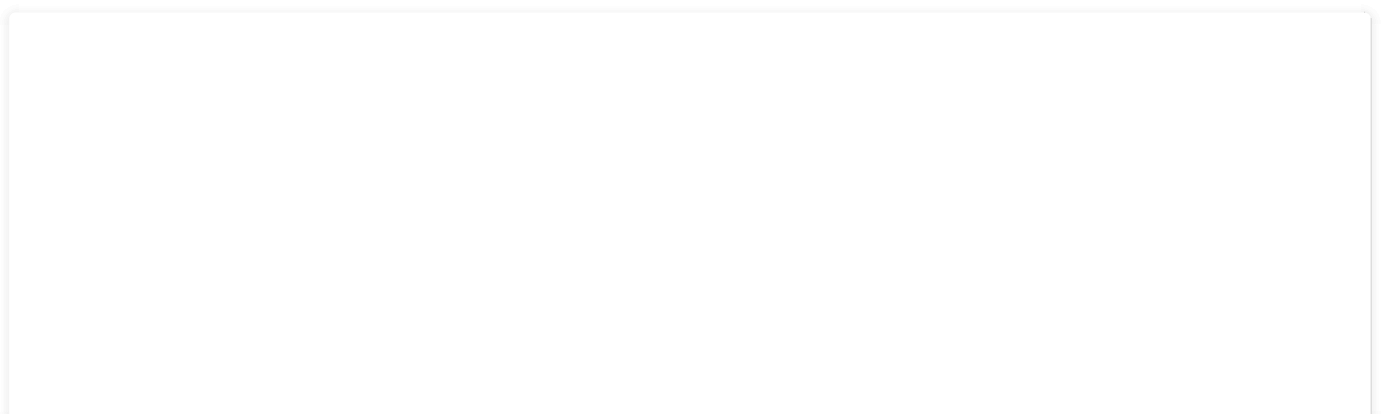
This is the Perfect Day in Portofino, Italy.

Portofino, the yachting capital of the Italian Riviera

Portofino, the little fishing village that is now known as the yachting capital of the Italian Riviera, is said to be the most photographed port in the world, and you can see why! With its quaint, colourful houses perched precariously across its rugged coastline, relaxing atmosphere and friendly locals, it is no wonder that it draws visitors in like a yachtie to a champagne bar!

The Italian yacht chartering season begins in April and continues until the end of October, so the opportunities to visit in-season are extensive. If you're cruising the French and Italian Riviera, Portofino is a must. Yacht berths in the center of town are hugely coveted and are few and far between. However, the anchorage in the bay is very sheltered and perfectly pleasant. For the larger yachts, there is also the option to drop anchor two miles further south, just off the coast of another pretty little town called Santa Margherita.

The perfect start to your day





A post shared by Agota Jakutyte (@agotajakutyte) on Mar 30, 2016 at 1:06am PDT

If you can't function without coffee, a great place to head first thing is the 'Piazzetta'. This little square is the heart of the town with a gorgeous view of the harbor. Continue this relaxed vibe by taking a short stroll uphill where you can visit the church of St George and also Castello Brown overlooking the incredibly picturesque bay.

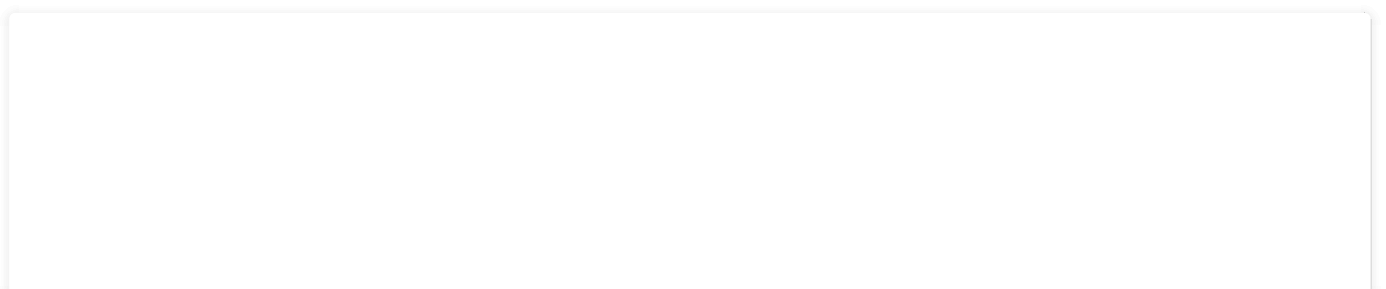
Dive right in...



A post shared by 〇〇〇 〇〇〇 (@hitorihouse) on Jan 25, 2017 at 7:12am PST

Whether you're an experienced diver or a snorkeling novice, Portofino Marine Reserve offers an impressive diving excursion for everyone. It is also famous for the Christ of the Abyss statue which is one of the most popular diving sites in the world! If diving isn't for you, you can enjoy Portofino's natural beauty from a kayak or one of the charming cafes in the town.

Famous residents...





A post shared by Chiara Gandini (@chiaragandini) on Feb 25, 2017 at 4:55am PST

Portofino has always been a hotspot for celeb-spotting. Back in the 1950s and '60s, it was the destination-of-choice for celebrities such as Elizabeth Taylor and Frank Sinatra. As for today, fashion house Dolce and Gabbana own 'Villa Dell'Olivetta' situated up in the hills, and Giorgio Armani also is a proud owner of a villa in this beautiful, picture-postcard town.

Treat yourself



A post shared by Rose H.: (@rosehrose) on Mar 6, 2017 at 10:49am PST

Portofino is a shopper's heaven. Nothing short of luxury, it is home to designer boutiques such as Louis Vuitton, Gucci, Yves Saint Laurent... You get the gist! So once you've spent some time enjoying the breathtaking views, why not hit the shops?

A little tipple...



A post shared by Davide Laiosa (@laiosadavide) on Apr 23, 2016 at 1:58pm PDT

And then, of course, you must finish your perfect day as all perfect days should: with a G&T and a sea view. Head to Bar Gelateria Il Molo which will tick all of these boxes, and also offers an exceptional selection of ice cream too.

Interested in chartering in the Italian Riviera? Browse yachts available for the summer season over at Charterworld.com

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