

**Portugal, the most awarded destination at the World Travel Awards**  
**2016**

**Portugal won 24 Tourism Oscars**

Portugal won 24 Oscars in the European Tourism categories, the best result ever achieved.

In 2015 received 14.

This demonstrates that the dynamism, quality and consistency of tourism activity in Portugal, is internationally recognised.

The Turismo de Portugal was voted, for the third consecutive year, as *Europe's Leading Tourism Board*.

The Portuguese regions were also acknowledged, with the Algarve being voted as the *best beach destination*. Madeira was considered the *best island*, and Lisbon the *best cruise destination* and with the *best port*.

TAP Portugal was also recognised as the *best airline to fly to Africa and to South America* as well as *best on board magazine*. Various hotels and Portuguese tourism projects also brought awards to Portugal.

Also to be added to these 24 Oscars is a further 13 awards given to Portuguese hotels.

This overwhelming number of awards to Portugal and the Portuguese tourism offering shows the large capacity of Portugal to assert itself and one of the best tourism destinations in Europe.

It is thanks to all who work daily in tourism industry that we have these results, bringing tourism growth to more than 10%.

The positioning of Portugal as a tourism destination of preference and prominence has strengthened at a steady pace over the last 10 years. The recognition of this evolution is confirmed through the various awards received from the most prestigious worldwide tourism organisations.

“We are all proud and at the same time motivated to continue to promote our destinations, offer and innovation to ensure that we have the right conditions to answer the requirements of demand”, said Ana Mendes Godinho, Secretary of State for Tourism.

The presentation ceremony of the 22<sup>nd</sup> edition of the World Travel Awards took place on Sunday, 4<sup>th</sup> September, in Sardinia, Italy.

Since 1993, the World Travel Awards acknowledges the work carried out, worldwide, in the tourism industry sector, stimulating competition and quality of Tourism Industry. The selection of the nominations is carried out on a worldwide scale by thousands of professionals of the sector, yearly choosing their favourites.

**About Turismo de Portugal**

Integrated in the Ministry of Economy, Turismo de Portugal is the National Tourism Authority responsible for promotion, development and sustainability of the tourism activity, merging into one organisation all the institutional responsibilities relating to supporting the tourism industry, from supply to demand. Working closely with other public organisations and economic agents in the country and abroad, Turismo de Portugal is committed to fulfilling its obligation to strengthen tourism as one of the main pillars of the Portuguese economy.

Info: [turismodeportugal.pt](http://turismodeportugal.pt)

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