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DESTINATION MANAGEMENT **PORTUGAL**
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HELLO PORTUGAL.

Portugal, a country of poets, is blessed by the sun and sea breeze. Portugal is a country that likes to share its great cuisine as well as a good chat. Portugal is a country brimming with history and heritage. Portugal is a country of innovation and creativity. Portugal is a calm and peaceful country that knows how to welcome visitors and does it exceedingly well. Portugal is a country of universal vocation that is given over to discovering the best that life has to offer: simple and beautiful things, like an open smile and genuine friendliness. Portugal is a country that is also yours, now and for always.

THE ABREU BRAND

A unique approach

Abreu, which was founded in 1840, is a destination management company sharing its unique legacy of experience and knowledge with its clients. It is a partner that is ever attentive to the specific requirements of every market, in which it possesses a consolidated position, starting with the company's home country – Portugal. Abreu is a specialist in providing creative solutions, capable of innovating and surprising as well as being ahead of their time.

This is the Abreu brand's unique approach. The starting point for a significant relationship at your next event, with Portugal as the setting.

At all latitudes

Abreu's own offices all over the country and in the autonomous regions of the Azores and Madeira, ensure that the company is uniquely aware of the situation on the ground in any part of Portugal and the potential that exists in a local and regional context. No matter where, you can rest assured that assistance and logistical support will be available at all times and it will be entrusted to those with an in-depth knowledge of the region and location.

Creative solutions

Clients expect a destination management company to be able to adjust to their profile, to fulfil their requirements and to meet their wishes. But at Abreu, there is always something more that drives us: the search for unique creative solutions that innovate, are ahead of their time and surprise at all stages and on all occasions during the event – from transportation to accommodation, from the event's location to the entertainment programmes.



THE MICE CONCEPT

Abreu takes on the organisation of events in a dedicated and exclusive manner. For this reason, each MICE operation performed by Abreu carries the guarantee of a unique experience. This is the concept underlying the selection of our different partners and our constant monitoring of the endorsed itineraries, equipment and sites.



Photo: Shaf Masud

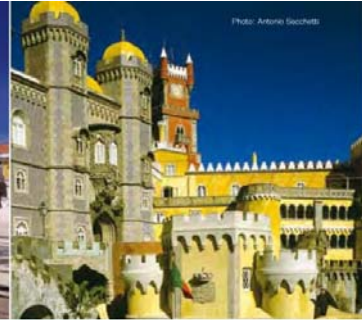


Photo: Antonio Sacchetti



LISBON. A FADO.

Lisbon is the city of seven hills, superbly expressed in the fado songs. Old Lisbon, overlooking the River Tagus, bears the mark of genius of the Marquis of Pombal as well as the unmistakable contours of the former empire. Modern Lisbon, which also lives hand in hand with the river, is an open window on the modern world. Lisbon, in its many different facets, is a permanent meeting point of culture, shows, large-scale organisations and great events. Not far from the city we can find the charm of Estoril and Cascais and the sublime beauty of Sintra, an ancient village that is a UNESCO world heritage site.



Photo: José Manuel



Photo: João Paulo



Photo: Rui Miranda de Sousa

OPORTO. A TOAST.

Porto is cultural tradition and architectural heritage. Porto is modernity, fashion, classical and modern music, contemporary art. Porto is a walk by the river mouth, an opulent dinner, S. João's night, and fireworks. Porto is an afternoon spent in a coffee house, in a garden or strolling on a street. Porto is a rabelo traditional boat anchored on the River Douro. Porto is a vintage full-bodied strong wine from the Upper Douro winemaking region, a world heritage site, with an eternal toast to life itself!





Photo: Joeli Cayland

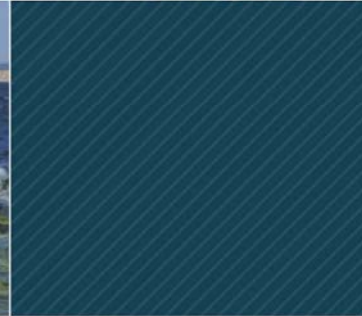


ALGARVE. A DREAM.

Algarve is Portugal's veranda overlooking North Africa and the Mediterranean. It is a region of long beaches with fine, white sand, perpetually linking the blue sea and the bright sun. Algarve is a region containing some of Europe's most renowned resorts, where Portugal and the world's beautiful people ensure they have a reservation. Algarve is good weather the whole year through, which is very pleasing for the golfers that come from all over the world. Algarve is a suntanned body, a perfumed pine forest, a fish that leaps from the boat onto the table of the best gourmets.



Photo: Antonio Seucheta



MADEIRA. A PEARL.

Madeira, which is the name of the island and the archipelago that also contains the island of Porto Santo, was first called the Pearl of the Atlantic a long time ago. Madeira is, in actual fact, a rare gem, an exceptional destination, a place mentioned by travellers from all over the world. The hotels of supreme grandeur, the contagious night-life, and the outstanding cuisine are some of the plus points that make visitors want to visit the archipelago and return time and again. Funchal, the archipelago's capital, is a city emanating a perfume of leisure time and pure fun - dancing and joking at carnival time, or watching the completely unique fireworks display that forms part of Madeira's New Year's Eve celebrations every year.





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AZORES. A PARADISE.

The archipelago of the Azores is formed by nine islands of rare beauty and charm in the middle of the Atlantic Ocean. Nine expressions of Nature that make you want to take all the time in the world to discover them. Santa Maria, S. Miguel, S. Jorge, Pico, Faial, Craciosa, Terceira, Flores and Corvo. Each island is certain to be a revelation. The Azores are a living example, in the purest form, of what we would imagine paradise to be like, between the sun and the mist, and the green land and the blue of the sea. The people of the Azores have a very special way of welcoming guests, of keeping their history alive, of expressing their culture, of valorising and promoting the potential of their numerous destination attributes.



Photo: Estoril & Retiro Golf Course



GOLF. PORTUGAL ON TOP.

Very agreeable weather during all four seasons of the year makes Portugal a destination for golfers and for golf's major competitions. Portugal, which was recently named as the "Established Golf Destination of the Year 2006" by IAGTO - International Association of Golf Tour Operators, currently has 66 courses: 8 in Porto and North Portugal, 2 in the Beiras region, 22 in the Lisbon region, 1 in the Alentejo region, 27 in the Algarve, 3 in the Azores and 3 in Madeira. Portugal has two golf courses listed in the top 100 of the world's best golf courses, according to Golf Digest's ranking: San Lorenzo (38th) and Vilamoura Old Course (84th).