

## PLAIN SAILING FOR LISBON

*Latest statistics show cruise tourism goes from strength to strength*



**2<sup>nd</sup> September 2015** – Lisbon’s cruise sector is gearing up for a bumper year, after recording a nine per cent increase in cruise passengers during the first half of 2015, up to 193,938 compared to 177,185 during the same period last year. A long established cruise destination, Europe’s westernmost capital typically welcomes more than half a million cruise visitors each year.

Lisbon scored the impressive dual distinction at the most recent World Travel Awards, the so-called ‘Oscars of the Tourism Industry’, of being selected as both ‘Europe’s Leading Cruise Destination’ and ‘Europe’s Leading Cruise Port’.

More than 40 cruise lines are scheduled to call at the Port of Lisbon in 2015. Located between the River Tagus and the Atlantic Ocean, the natural harbour is able to accommodate all kinds of cruise ships, from the smallest to the largest, with a new terminal, designed by acclaimed architect Carrilho da Graça, set to open in 2016.

Although a number of cruise ships offer a shuttle service to Praça do Comércio, the heart of the city, the port’s proximity to the historical and cultural centre of the Portuguese capital allows visitors to reach independently, quickly and easily many of Lisbon’s tourist highlights and must-visit neighbourhoods, such as Baixa-Chiado, Belém, Bairro Alto and Cais do Sodré.

For a truly memorable Lisbon experience, visitors who only have a few hours in the city should try one of the following:

- Hop on the No 28 tram for a nostalgic way to get an overview of the city – its 40-minute sloping journey covers many of Lisbon’s key sights
- Climb the majestic Arco da Rua Augusta and enjoy the bird’s-eye views from the top
- See how the Lisbon Story Centre brings the city’s long and celebrated history to life through a 60-minute multimedia tour
- Explore the UNESCO World Heritage Sites at Belém, the Mosteiro dos Jerónimos and the Torre de Belém, both built in the 1500s
- Follow a series of walkways, viewpoints and gardens hidden within the old Moorish walls of the San Jorge Castle



- Have lunch at one of the many outdoor cafés and eateries in Terreiro do Paço, next to the River Tagus
- Discover Bairro Alto with its multitude of alternative shops, second-hand clothes stores, record stores and art galleries
- Find out why the traffic-free Pink Street in Cais do Sodré is fast becoming the new focus of Lisbon's party scene

According to a study conducted by the Lisboa Tourism Observatory in partnership with the Port of Lisboa Administration, the average international cruise visitor to the Portuguese capital is British.

**For more information on visiting Lisbon please go to [www.visitlisboa.com](http://www.visitlisboa.com)**

**For more information on the Port of Lisbon please go to [www.portodelisboa.pt](http://www.portodelisboa.pt)**

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**About Lisbon**

Portugal's national capital, Lisbon, boasts one of the longest histories, warmest climates and bustling nightlife of any major European city alongside its dramatic location sprawled along seven hills overlooking the River Tagus and the country's west coast. Famed for its year-round sunshine and beauty, Lisbon's grand architecture dazzles and its old-world charm mingles with chic streets, galleries, lively nightlife and a centre which gives way to sandy beaches just minutes away. It is also one of the most affordable capitals in Europe, perfect for a captivating city break or short haul escape.

[www.visitlisboa.com](http://www.visitlisboa.com)

**About Turismo de Lisboa**

Turismo de Lisboa is a non-profit organisation established through an alliance of public and private bodies operating in the tourist sector. It now has 713 associated members. Since its inception in 1998, the main objective of this association is to improve and increase the promotion of Lisbon as a tourist destination and therefore enhance the quality and competitiveness of the city.

**About the Port of Lisbon**

The Port of Lisbon is a large European port whose geo-strategic location gives it a high statute within the logistics chain of international commerce and in the main cruise circuits. As a result of the firm bet on the satisfaction of the needs and demands of its clients, based on the



rendering of maximum quality service, the Port of Lisbon has, over the years, registered a remarkable growth in all of its businesses, including cruise tourism, recreational boating and a boost in culture and entertainment throughout the entire riverside area within its jurisdiction.