

NEW AWARD FOR LISBON

Latest accolade reinforces the city's credentials as a top destination for short breaks



17th June 2016 – The Portuguese capital has been elected as the “Best City or Short Break Destination” by the Travel Media Awards 2016, which took place in Dublin at the end of May. The award distinguishes Lisbon as the best destination for short breaks in Europe based on the quality and diversity of its hotels, museums, monuments, restaurants, as well as its many other tourist attractions.

Commenting on award, Mrs. Paula Oliveira, Executive Director of Turismo de Lisboa, said: “We are very proud of the various awards that Lisbon has won over years and this latest distinction further recognises the strength of our city’s tourism offering”.

She added: “The Portuguese capital has shown great dynamism and the capacity to innovate. It is our ambition to achieve a new level of excellence with the consolidation of a strategy and related investments in different areas that will allow us to build further on the recognition that the city has already achieved”.

Located between the River Tagus and the Atlantic Ocean, Lisbon is famous for combining old-world charm and grand architecture with an eclectic food scene and vibrant nightlife. Earlier this year it was revealed as the cheapest city in Western Europe for a city break according to the latest City Costs Barometer from Post Office Travel Money, reinforcing its position an ideal choice for travellers looking for a destination that offers excellent value for money.

The Travel Media Awards are the only award scheme where the media linked to the sector are invited to participate and vote, recognising the various companies, associations and entities that make up the very best of what today’s tourist sector provides.

The 2016 Travel Media Awards was the sixth annual event of its kind, organised by TravelMedia.ie in Ireland. All the voting is controlled by an independent audit company, managed by the Tourist Department of Dublin Institute of Technology (DIT).

For more information, ideas and inspiration on visiting Lisbon please go to www.visitlisboa.com.
For more information on the 2016 Travel Media Awards please go to www.travelmedia.ie.



From the UK, direct flights to Lisbon operate from London, Manchester, Birmingham, Liverpool, Edinburgh and Bristol with TAP Portugal, British Airways, easyJet, Ryanair and Monarch.

From Ireland, direct flights to Lisbon operate from Dublin with Aer Lingus and Ryanair.

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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

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 over 800 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.