



# **TAP Portugal**

in brief





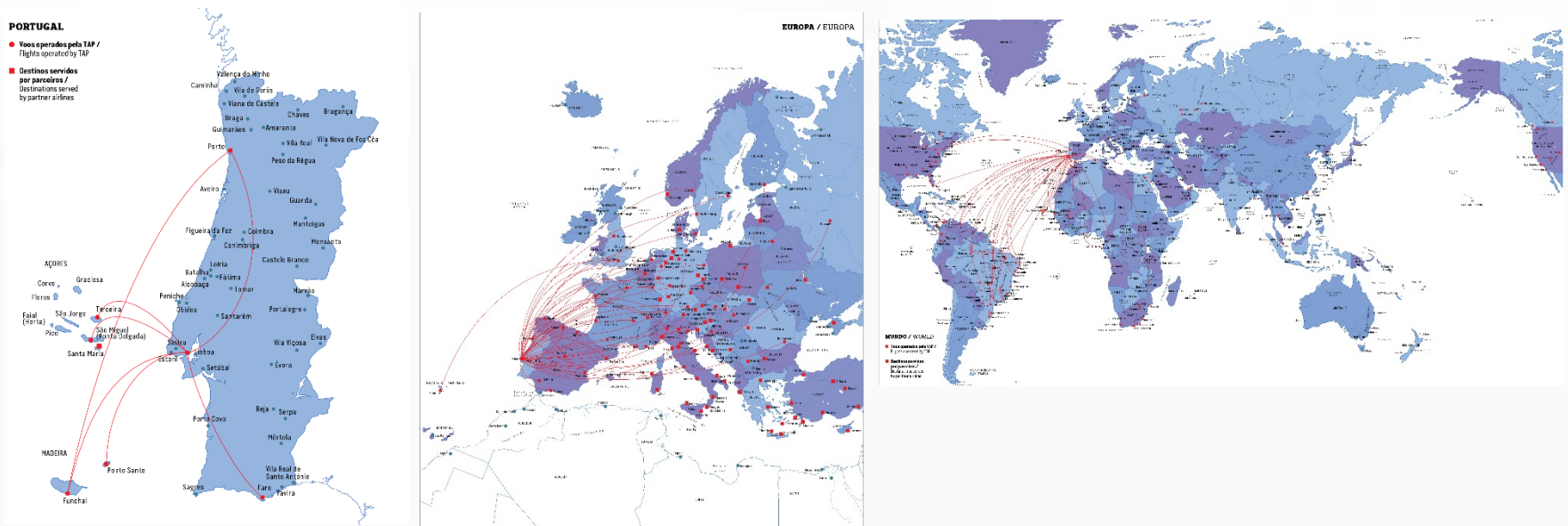
TAP is Portugal's leading airline, **celebrating 70 years on March 14, 2015, and member of Star Alliance**, the global airline alliance to offer customers worldwide reach, since 2005



In operation since 1945, its hub in **Lisbon** is a key European gateway at the crossroads of **Africa, North, Central and South America**, where TAP stands out as the international leading carrier in operation to Brazil. The company's network currently comprises 82 destinations in 35 countries worldwide. TAP currently operates about 2,500 weekly flights in average on a modern fleet of 61 Airbus aircraft, to which add some 16 aircraft operating in PGA colours, TAP regional carrier, thus adding up to a 77 aircraft fleet in the whole. In the pursuit of its customer focused policy, TAP continuously strives to deliver safe, reliable and upgraded products & services, tailored to meet customers' expectations. Retaining the Portuguese character of the Company's brand and quality service as the basic concept has been the main driver of TAP strategy in most recent years.

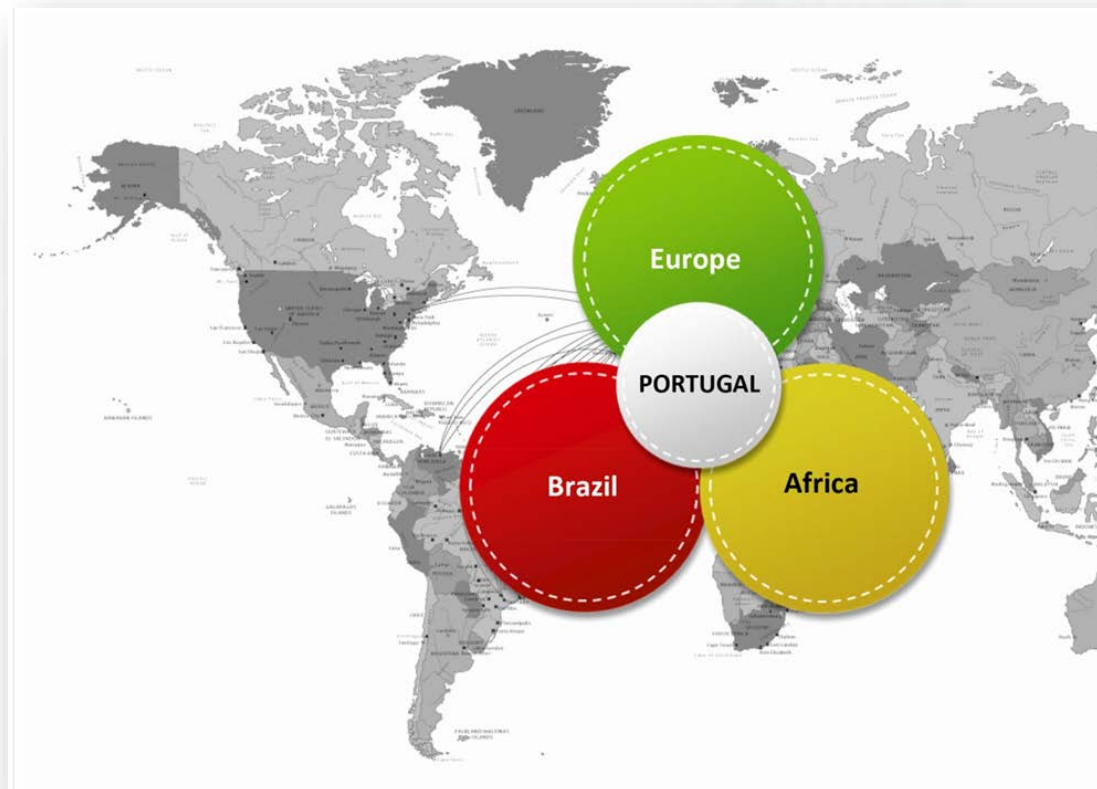
The TAP network serves **82 destinations in 35 countries** worldwide and it is the leading airline between **Europe** and **Brazil**. With a larger range of cities, beyond its own system-wide network, served by code-share operations with a number of partner airlines all over the world.

With quite a few new routes inaugurated in recent years, which translated into a significant improvement and expansion in the company's reach, and 11.000.000 passengers carried in its system-wide network in 2014, TAP has extended its network to 8 new destinations in Europe and Latin America as of past summer 2014.



In recent years, the consolidation of TAP's repositioning in some of its main markets, such as **Africa and Brazil in South America**, has been part of TAP efforts to **pursue sustainable growth**, in adapting to the change in the marketplace as a whole, while increasing traffic figures and improving load factors in its system-wide Network at the same time.

Making the best of the existing opportunities, TAP has launched quite a number of **new destinations** both on the medium and long haul sectors, thereby taking an important step further towards the strengthening of its strategy in all Continents currently served: Europe, Africa, North, Central & South America.

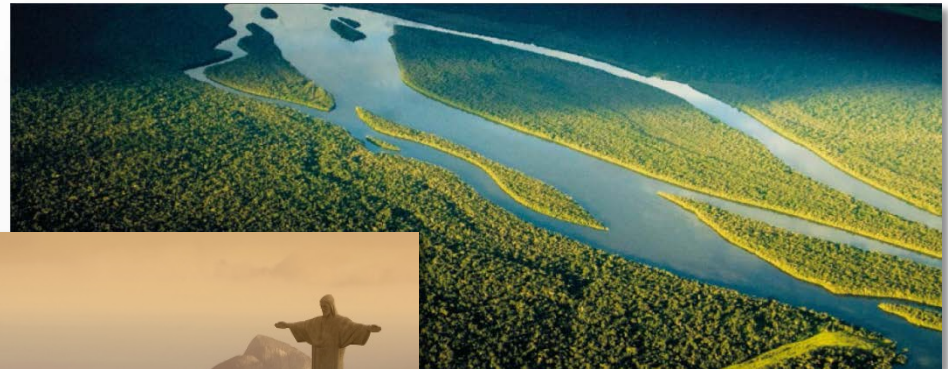




Pursuing such a strategy in 2014, TAP has added new destinations in Latin America and Europe to its network, last summer, while increasing frequencies to a number of its main destinations as well, further reinforcing its positioning.

In South America, TAP was again able to reaffirm itself as the **leading company in operation to Brazil**, with direct services from Lisbon and Porto to 12 different Brazilian gateways - Fortaleza, Natal, Salvador, Recife, Brasilia, Belo Horizonte, Rio de Janeiro, Sao Paulo, Campinas, Porto Alegre and the newest Manaus and Belem - growing its operations up to 81 weekly frequencies, in average, between both countries.

In parallel, the company entered into **new fast growing markets in Latin America**, with the launch of operations to Bogota, Colombia and Panama City, Panama, last July.



# COMFORTABLY IN ECONOMY

Travelling can be an unforgettable experience of comfort and entertainment.



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de braços abertos  
with arms wide open

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## ECONOMY CLASS

Discover the true meaning of travelling in economy class on TAP: **quality, comfort and entertainment.**



On board our A330 and A340 fleet, you will find a wide variety of audio-visual content with touch screen technology (audio and video on demand, films, television channels, radio channels, games, Kids Channel and CDs).

### Seats on board the aircraft

In TAP economy class passengers will find reclinable seats, leg room and much more.

Because we know that comfort is essential on a flight, TAP has redesigned the interior of its A340s.

Seats are now even more reclinable and have more distance between them.



On long-haul flights on A340 and A330 aircrafts, TAP also has **blankets, pillows and headphones available for its passengers.**



## IN-FLIGHT MEALS

In economy class, TAP offers a **meal suitable for the time and duration of each flight**, that is inspired by the creativity of its consulting chefs and made with fresh ingredients of the highest quality.

What types of meals are served on TAP?

**Hot meal:** hot main dish served on a tray

**Cold light meal:** a sandwich on long-haul flights; a box with a cold sandwich on medium-haul flights

**Cold meal:** cold main dish served on a tray

**Snack:** an individually packed sweet or salty snack, mini sandwich

**Ice cream:** mini-cup (100ml) of Häagen-Dazs (available from May to October).

Passengers may also make a request in advance for a special meal (e.g. vegetarian, kosher, children's meals) through TAP's Contact Center (request subject to confirmation).



## UP MAGAZINE

On most TAP flights, there's a selection of magazines and newspapers at its passengers disposal:

- At the **Reading Counter** at Lisbon and Porto Airports situated next to the check-in hall;
- On all flights, passengers will find the award-winning **UP Magazine**, TAP's in-flight magazine.

UP magazine is available on all short and long-haul flights. It is an award winner and widely recognised monthly magazine that contains articles and reports of interest, and also general information about TAP services.



## FLIP & FLAP: THE NEW CHILDREN'S FRIENDS WHO FLY WITH TAP

Children who fly with TAP now have even more adventures, fun games and activities awaiting them.

These "**new friends**" of the youngest passengers will make flying on TAP an even more unforgettable experience.





# BUSINESS CLASS

Never a long haul flight seemed so short.  
All the comfort of business class aboard TAP Portugal.



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## ENTERTAINMENT

There are totally interactive audio and video-on-demand systems on some Airbus A330 aircraft with a selection of over 20 films, 20 hours of TV series and documentaries, daily news from *Rádio Televisão Portuguesa* and *France 24*, 10 games, information about TAP and its routes, over 900 songs and audio books and the chance for passengers to create their own programme, choosing their favourite tracks among the 60 CDs aboard and 12 TAP Radio stations.

The entire fleet shows animated maps that show the various angles of the plane's trajectory and give information about flight conditions, temperature and the time at the departure and arrival cities. Some planes are also equipped with **external cameras that show take-off, approach and landing**.



### OnAir WiFi: Stay connected to the world while you fly

TAP is one of the first European airlines to offer in-flight connectivity services. Now passengers can make the most of their flight time!

TAP's partnership with OnAir WiFi allows passengers on our A330 *Pedro Nunes* to **access the Internet** on the computer, tablet or smartphone. Instructions for use and price plans can be found in the seat pocket or in the log-in web portal.



## GASTRONOMY

### Discover a new world of flavours with tap|executive

When passengers travel in class tap|executive, TAP's goal is to make their trip a unique, exclusive and memorable experience. TAP's new menus put the spotlight on **Portuguese products, flavours and traditions**. Dessert offerings also highlight **traditional Portuguese sweets** and pastries, as well as an optional cheese plate and fresh fruit in season.



TAP offers a large selection of sparkling **wines, red and white wines, ports and spirits**.

Three **Portuguese wines** served on-board TAP flights were acclaimed by the American "Global Traveler" magazine as being among the best wines served by airlines across the world. Tropical fruit juices, coffee - including "Expresso" - and a variety of teas are also served on-board.

## COMFORT

**Exclusive personalized service and maximum comfort** allows passengers to work or relax at their leisure... up in the clouds!

*Tap executive class* has standard decor with sophisticated blue fabrics and grey carpet with green details. Lighting is softer during service periods in order to make the cabin cosier.

On long-haul flights, **large and soft quilts** have replaced the traditional polar blankets. **New headphones** with cutting-edge noise cancelling technology make your journey with TAP more comfortable. The new recyclable and collectable **comfort kits** decorated with art from respected Portuguese, Brazilian and African artists contain items made from **100% natural materials**.



Retaining the Portuguese character of the company's brand and quality service as the basic concept has been the main driver of TAP strategy in most recent years.



Keeping abreast with change, the company redesigned its commercial strategy; completed its A340 fleet interior cabin upgrade a couple of years ago, including new seating with enhanced in-flight entertainment systems; repositioned on main markets; is actively present in Social Media and is to take delivery of the new generation A350-900 XWB aircraft to operate on long haul as of 2017 onwards.





# AT THE AIRPORT

Everything becomes easier with TAP Portugal.



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## EXCLUSIVE BENEFITS AT THE AIRPORT

TAP has a Premium Customer Centre at Lisbon Airport, which offers business class, Victoria Gold and TOP Corporate passengers exclusive service with **differentiated check-in** and customer care, faster and more efficient boarding.

Passengers travelling in tap|executive or tap |plus, Victoria Gold, Victoria Silver, TOP Corporate and AMEX Platinum card holders can also enjoy a **priority security and x-ray service** – the fast track service – which makes access to the departure lounge easier and faster.

As a tap|executive client, passengers can also benefit from up to **two free days parking** at Lisbon, Porto, Faro or Funchal Airports.



In line with an orientation, whose top priority is customers and living up to their expectations, TAP has pursued its work in recent years, developing and upgrading the services and benefits extended to customers, namely the premium passengers, with more personalized assistance service (when travelling from / to Lisbon airport), with new dedicated check-in facilities and a Premium Customer Centre in place, ready to assist premium customers in every need as well as a highly modern & sophisticated Premium Lounge available at Lisbon Hub.





# LOYALTY PROGRAMMES

The more you fly, the more you collect!



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## TAP VICTORIA – TAP'S FREQUENT FLYER PROGRAMME

The Victoria, TAP's Loyalty Program and also the largest airline loyalty program in Portugal, has also expanded along the years, now with more than 1.65 million members in the whole, of which some 443 per cent in Portugal and around 301 per cent in Brazil.

The more members fly, the faster they reach the Victoria Gold status and take advantage of all personalized services on the ground and onboard whenever they fly. They can collect status miles on all journeys with TAP and other Star Alliance member airlines, and bonus miles through TAP's vast range of air and non-air partnerships.

Members can use their miles for **award tickets or upgrades**. But that's not all! The Victoria Programme also allows members to donate their miles or use them on services provided by TAP's non-air partners. Keep an eye on TAP's miles promotions for a surprise gift, romantic weekend, spa or an exciting new experience.

Nowadays, the Victoria Program has more than 80110 marketing associated partners world-wide, encompassing diversified sectors such as: travel, hotels, restaurants, credit cards & insurance, cars and transport, petrol stations, telecom, cultural, shopping and leisure, where members are able to earn and redeem their miles.





## TAP|CORPORATE

Tap|corporate is a **loyalty programme** targeted at **small and medium-sized companies in Portugal and Spain**, awarding points every time they fly with TAP.

The more they fly, the more Corporate points they collect!

This programme offers the largest rewards to the companies who fly the most, converting these journeys into points that can be exchanged into award tickets and Upgrades.

Online management at [www.tapcorporate.com](http://www.tapcorporate.com)

tap | corporate





THERE'S ONLY ONE WAY TO TRAVEL.  
WITH ARMS WIDE OPEN.



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In 2011, a repositioning of the TAP brand happened and also the philosophy that guided its relationship with its customers, launched a new campaign centered on the concept of **“TAP with arms wide open”**.

The slogan translates into the Portuguese airline extending a warm welcome and broadly embracing the cultural diversity and multiplicity of the destinations its network serves throughout the European, African and South American continents, symbolizing TAP’s role in connecting and unifying **three continents in the same embrace**.





# TAP ONLINE

Welcome to TAP on the Web!



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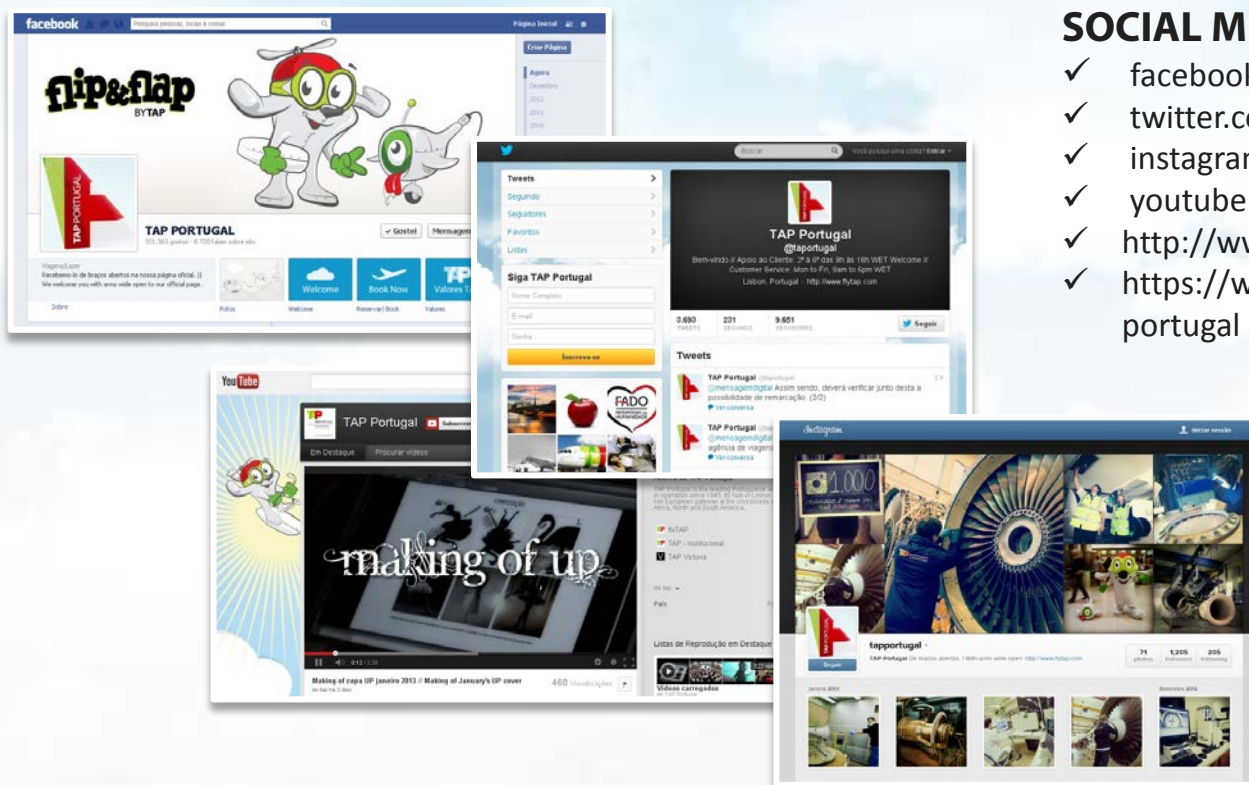
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## TAP WEBSITES

- **flytap.com** // Commercial website
- **tapportugal.com** // All about us
- **victoria.flytap.com** // Loyalty Programme for passengers
- **tapcargo.com** // Cargo & Mail Transportation website
- **tapcorporate.com** // Loyalty programme for companies
- **tapme.pt** // Maintenance & Engineering website
- **flipflap.flytap.com** // Our new website for children
- **step.flytap.com** // Our loyalty programme for young adults
- **destinos.flytap.com** // Our destinations website



## SOCIAL MEDIA

- ✓ facebook.com/TAPPortugal
- ✓ twitter.com/taportugal
- ✓ instagram.com/Tapportugal
- ✓ youtube.com/tap
- ✓ <http://www.pinterest.com/tapportugal>
- ✓ <https://www.linkedin.com/company/tap-portugal>

## TAP HAS THE BEST CUSTOMER CARE ON FACEBOOK

According to Socialbakers.com, the world's most quoted source on global Facebook use data, TAP has the **best Customer Service in Portugal** on this social network, with a wide advantage over the other companies included on the "TOP brands for social devotion" list in Portugal. The customer service provided on Facebook page, as well as all the information, promotions, competitions and other functionalities available to fans have made TAP a case study for the good use of social networks at an international level.

Our social media strategy has also been considered a national case study and won in 2014 the **Award of Distinction** at Global Alliance Com.

## FLYTAP MOBILE

TAP has launched a new version of its site for mobile devices, now with more features including Flight Booking, Mobile Check-in, Flight Schedules and much more.

The new site shows a version of the flytap.com website optimized for mobile devices. Access flytap.com or **mobile.flytap.com** on your mobile phone and start navigating right away.

### FREE APPS

TAP's App can be used free of charge in Portuguese and English and may be downloaded at the App Store (for iPhone /iPod Touch or iPad users ) or at Google Play (for Android).

### Its features include:

- Flight Booking;
- Mobile Check-in;
- Flight schedules;
- Departures and Arrivals (search by route, airport and flight);
- Special Offers;
- City Info – information on various destinations;
- Joining the Victoria Programme.





## **YOUR TAP BOARDING PASS IS NOW AVAILABLE IN PASSBOOK**

Passbook is an application launched exclusively by Apple. After completing your mobile check-in, when your boarding pass is generated, the application allows you to store it in Passbook. TAP now has this function integrated into its iOS application (for iPhones and iPods with iOS6 operating system).

### **FOR VICTORIA CUSTOMERS:**

TAP's App enables Victoria customers to enter a reserved area which, after authentication of their membership number, enables them to access and consult their personal account, easily, quickly and securely!

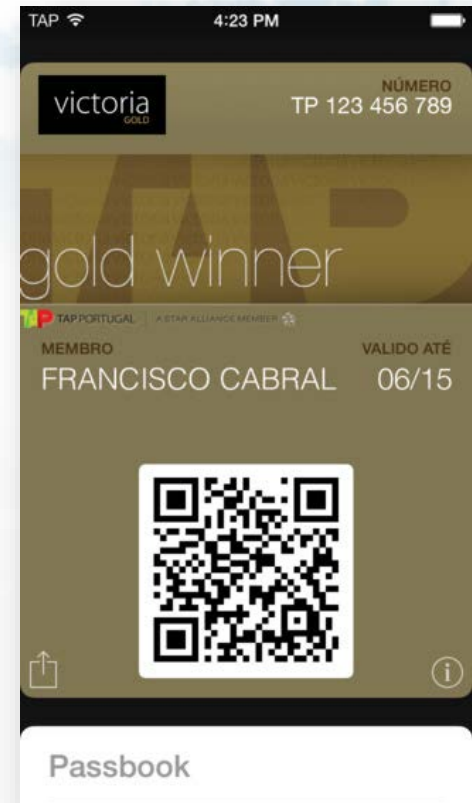
Customers can therefore:

- Check information on active bookings (award tickets and return fare tickets);
- Access the air miles redemption form;
- Check their Victoria account;





Years ago, TAP launched a new iPad application providing customers with all the functionalities available for iPhone, such as information on reservations, flight departure & arrival schedules, registration in the Victoria Program and access to miles accounts (claim & redeem miles allowed) as well as an improved and more friendly user navigation, availability of promotions with immediate directing to available seats at lower prices and also a City guide with full information on destinations.





More recently, TAP extended the mobile check-in facility to the majority of its European stations, with this functionality available on all IOS Apple devices (iPhone / iPod Touch and iPad) as well as on Android and Windows ones (pc's, tablets and Windows phone).

Easy access through TAP Mobile Portal (<http://mobile.flytap.com/>) with TAP applications available for free download at App. Store, Google Play and Windows Store.





# TAP AWARDS

Highlights on recent awards



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Voted **Best Business Class Airline** - South America, in 2013, by the Business Destinations magazine, UK, TAP was awarded as the **World's Leading Airline to Africa** in 2011 & 2012 and also the **World's Leading Airline to South America** in 2009/2010/2011 and again in 2012 by the WTA, World Travel Awards.

Voted **Best Airline in Europe** in 2011, 2012 and 2013 by the Global Traveller, USA, TAP was also honored by UNESCO and by the International Union of Geological Sciences with the **IYPE Planet Earth Award** 2010, in the category of **Most Innovative Sustainable Product**.

Voted Best Airline by Publituris for several times, on September 2013, TAP safety video was voted **Best Inflight Video** at the APEX Passenger Choice Awards ceremony.

Awarded in August 2015, as **The European Leading Airline to Africa** and the **European Leading Airline to South America**, by the WTA (World Travel Awards) TAP was also awarded as **Best Airline** by the Portuguese specialized Trade newspaper Publituris, in September (as in previous years).







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