

# TAP Portugal

in brief

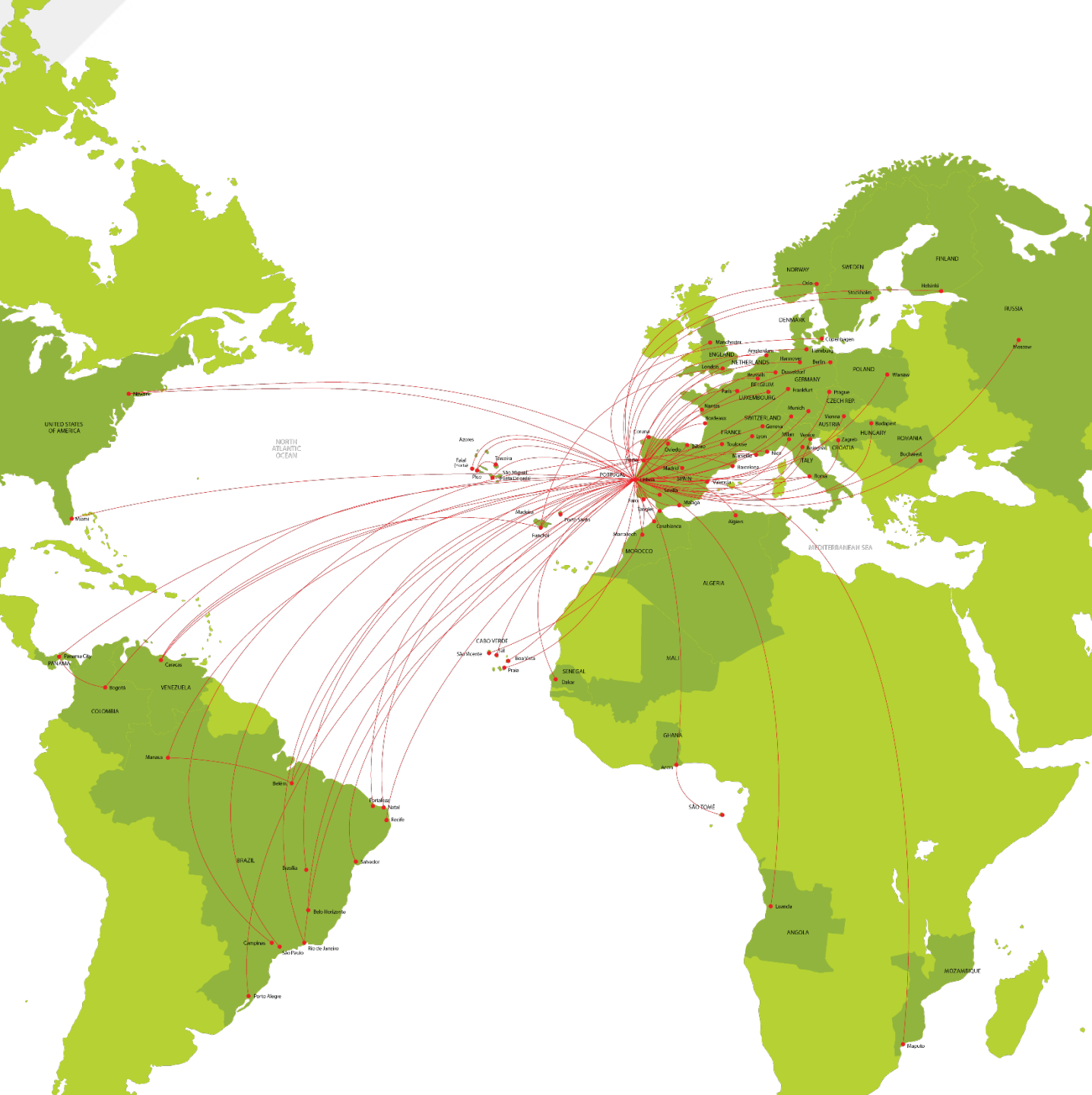


TAP is Portugal's leading airline, and member of Star Alliance, the global airline alliance to offer customers worldwide reach, since 2005.

In operation since 1945, TAP celebrated **70 years** on March 14, 2015, and has completed its privatization process in 2015, with the **Atlantic Gateway Group** now as new private shareholders of its share capital.

TAP 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. With 11.553.834 passengers carried in its system-wide network in 2015.

Recognized and awarded as the Europe's Leading Airline to Africa as well as Europe's Leading Airline to South America by the World Travel Awards in 2015 and 2014, while its Inflight Magazine UP was voted Best European Inflight Magazine by the WTA awards in 2015.



During the current IATA Summer period, the company's network will comprise **76 destinations in 29 countries worldwide.**

TAP currently operates about **2,500 weekly flights** in average on a modern fleet of 61 Airbus aircraft and 17 aircraft operating in TAP Express livery, TAP regional branded product, adding up to a 78 aircraft fleet.

As of June 2016, the company will take delivery of two additional A330s, thus increasing its fleet to 80 aircraft in the whole.

Within the vast restructure program currently going across the company as the outcome of its privatization process, TAP has announced its Network restructure, its medium and long haul fleet renewal program as of 2017 and the retrofit of the fleet currently in operation as well as the launch of the new branded product TAP Express, which replaces PGA and operates a new fleet of 8 ATR 72 and 9 Embraer 190.

In the pursuit of its customer focused policy, TAP continuously invests 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.

# TAP NEWS



# TAP Express

TAP creates 'TAP Express' with a new fleet

TAP Express is the new branded product launched by TAP to replace. Up to July, the company will renew its entire fleet, which includes 17 aircraft and is evaluated in the amount of 400 million EUR.

With such a fleet in operation, TAP Express will become the most efficient regional airline in Europe.

The addition of a new aircraft along with the renewal of the entire fleet operated by TAP Express will allow the company to improve services provided to Customers, not only in comfort but in operational regularity and punctuality as well.

With eight ATR 72 aircraft displaying 70 seats and nine Embraer 190 with capacity for 110 passengers each in operation, TAP Express' seat capacity will increase to 47%, that is to say, it will grow from 1070 to 1514 the total number of seats available. The ATR 72 aircraft are currently the most efficient and noiseless ones in the market, while the Embraer 190, whose cabin displays comfortable seats (in a configuration of 2 rows X 2 seats), are often considered as the most comfortable aircraft in its segment by passengers. TAP Express new fleet is more efficient, enabling fuel consumption and carbon emissions reductions in 40%, and will now have an average age of only 2 years against the average 21 years of the fleet so far operated by PGA.





# Ponte Aérea

Porto and Lisbon connected all the time!

From March 27, TAP launched the Porto-Lisbon shuttle, designated as “Ponte Aérea”, to connect both destinations with flights every hour.

The air shuttle offer **18 return flights a day**. Flights from Porto to Lisbon is taking off at regular intervals between 5:30 am and 9:30 pm and in the opposite direction between 6:00 am and 10:25 pm. This guarantees full connectivity to all of TAP’s network, eliminating long waits between flights.

As a rule, four 70-seater ATR72 aircraft are being use for the air shuttle flights. The ATR72 is a very comfortable plane and flight time are nearly the same as that of the airplanes used to do on this route. At times when demand is greater, aircraft of the Airbus A320 family will be used, and the new Embraer190 may also be used on occasion. Ponte Aérea will soon be operated by a total of 17 aircraft: 8 ATR 72s and 9 Embraer 190s, which will fly the colours of TAP express.

The “Ponte Aérea” is offering a very competitive prices to travel between Porto and Lisbon and an innovative product, with dedicated check-in counters with fast and easy passenger boarding.

# First sharklet equipped A320 plane

TAP is the first European airline to install sharklet technology on its airplanes to improve efficiency and reduce emissions



First sharklet equipped A320 plane already flying with TAP colours.

TAP Portugal is **the first airline in Europe** to modify its medium-haul fleet of aircraft by installing **sharklet devices**, having just completed the installation on an A320 airplane.

CS – TMW, 'Luísa Todi', is the first in its fleet to benefit from the modification. The devices were fully installed in the airline's maintenance and engineering facility in Lisbon. With the intervention completed, the TAP A320 has resumed operations with the airline.

Adding sharklet devices to the planes' wingtips significantly improves the aerodynamics of the aircraft, increasing efficiency and thus **reducing CO2 emissions and fuel consumption by about 4%**. The operational lifespan of the aircraft is extended by 36,000 hours of flight time, and it also makes it possible to operate on longer routes.



# New TAP fleet

TAP Portugal confirmed as launch operator for A330neo with Airspace by Airbus cabin



TAP Portugal placed a large fleet renewal contract with Airbus which included an **order for 14 A330-900neos**. Also, has signed an agreement **to be the first operator of the new A330neo** airliner and therefore also become the launching carrier to fly the Airspace by Airbus cabin brand in the A330neo.

Passengers will soon be able to experience the Airspace by Airbus cabin for the first time when these aircraft enter service around the end of 2017.

Highlights of TAP's Airspace cabin will include a new welcome area, the latest mood LED-based lighting system, larger overhead bins, new contemporary lavatories and latest-generation IFE and connectivity.

The Airspace cabin ambience **ensures passengers' wellbeing**, moreover the A330neo also incorporates **latest generation Rolls-Royce Trent 7000** engines and aerodynamic enhancement. Benefitting from the unbeatable economics, the A330neo **reduces fuel consumption by 14% per seat**, making it the most cost efficient, medium range wide-body airliner.

# PLUSGRADE

TAP has just launched Plusgrade, an innovative product which enables customers to **upgrade to business class** (tap|executive) for all TAP destinations.

When customers purchase an online ticket at flytap.com, they now have the opportunity to bid an amount to travel tap|executive on the same flight they have reserved. Customers will be given the opportunity to make their bid both on the booking confirmation page and in the confirmation email - making the process smooth and simple.

If the online bid is accepted, then the customer will receive a confirmation email and the payment will be processed directly via the TAP website using the customer's credit card. If the bid is not accepted, there are no charges to the customer and the original reservation continues to be valid.



**PLUS  
GRADE**  
TAP PORTUGAL



# PORTUGAL STOPOVER

And what if you could add a trip to Portugal to your long-haul flight at no additional cost? Now it's possible.

TAP have just launched Portugal Stopover, which allows you to enjoy **Lisbon or Porto** during the time between connecting flights.

The creation and advertising of this new product highlights Portugal's two main cities as tourist destinations, as well as what differentiates them from other places: climate and light, history, culture and tradition, hospitality and diversity. The surroundings of the Portuguese capital also have a lot to offer, such as the wonders of Sintra, Óbidos, Ericeira or Tróia, for example.

In addition to Lisbon, take the opportunity to visit Porto: a city well worth discovering – and via Portugal Stopover, TAP gives its passengers the chance to do so between connecting flights at no additional cost to the flight tariff, with exclusive prices at a number of hotels and a bottle of wine on the house at selected restaurants.

An additional and unforgettable experience in which you can visit various cities in one go and, from place to place, discover the country's diversity and beauty. When you are packing, save some space for a little Portuguese soul!

Find out more at [stopover.flytap.com](http://stopover.flytap.com).

# WELCOME ABOARD



# 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 it's passengers.

With the new routes opening from Lisbon to Boston (June 11th, 2016) and to New York - JFK (July 01st, 2016), you'll be able to fly on the new A330 (A332 - former Azul equipment), that will have two different Economy Cabin Classes:

- The common Economy Class;
- The new **Economy Plus Class**, that for your own confort will offer you bigger space between all seats.

# Executive class

Exclusive personalized service and maximum comfort allow you to work or relax at your leisure



## Premium Customer Centre

TAP's Premium Customer Centre at Lisbon Airport offers business passengers exclusive service with differentiated check-in and customer care and faster and more efficient boarding. Passengers in this class can also enjoy a new priority security and x-ray service – Fast Track using the Green Way concept –, making access to the departure lounge easier and faster. As a tap|executive customer, you can benefit from up to two free days parking at Lisbon Airport in the P1 park, next to arrivals, in Porto (P0), Faro (P1), and Funchal (P1). Promotion valid for return flights.

## Lisbon LOUNGE

ANA's Schengen Lounge has everything a passenger could want: located at Lisbon Airport's Praça Central, this space is ideal for relaxation and entertainment and boasts sofas with an excellent view of the runway, a wide variety of snacks and drinks, separate areas for relaxation and areas for informal work or short meetings, a shower, wi-fi, television, international newspapers and magazines, as well as a smoking room.

This lounge is available to passengers travelling in tap|executive, Victoria Gold and Star Alliance Gold customers and a guest travelling on a TAP-operated flight and holder of tap|corporate or TAP Platinum American Express cards (on non-domestic flights). For passengers travelling on domestic flights in Portugal, the Blue Lounge is available, which is located in the restricted departures area.

# Executive class

Exclusive personalized service and maximum comfort allow you to work or relax at your leisure



## Confort

The tap|executive cabin has a 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. The head rests are modern and there are headphones with cutting-edge noise cancelling technology that make your journey with TAP more comfortable.

The recyclable and collectable comfort kits decorated with art from respected Portuguese, Brazilian and African artists contain items made from 100% natural materials.

## Entertainment

There are totally interactive audio and video-on-demand systems on some Airbus A330 aircraft.

With a selection of over 100 films, 50 hours of Portuguese and international TV series and documentaries; daily news from RTP in Portuguese and from France 24 in English and French; where you can play with other passengers on the same flight); information about TAP and where it flies; over 900 songs and the chance for passengers to create their own programme, choosing their favourite tracks among the 120 CDs aboard, which are changed every two months; 12 Radio TAP stations.

In addition to our TAP's award-winning in-flight magazine UP, there is a selection of Portuguese and international newspapers.

# Executive class

Exclusive personalized service and maximum comfort allow you to work or relax at your leisure



## Gastronomy

TAP's in-flight crockery was exclusively designed by the Portuguese brand Vista Alegre; the table cloths, napkins, service trolley cloths and tray mats in tap|executive illustrate the quality of Portuguese textiles.

The menu combines the traditional and contemporary, bringing together a wide range of dishes with the finest fish, poultry and meat alongside traditional cod and octopus.

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.

## *Chef* Vítor Sobral - Cuisine Consultant

Vítor Sobral has a unique cooking style, firmly based on celebrating Portuguese products, combining traditional ingredients in his dishes, such as olive oil and aromatic herbs, in an ongoing search for new experiences.



# TAP ONLINE



# TAP WEBSITES

Welcome to TAP on the Web!

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

# SOCIAL MEDIA

- ✓ [facebook.com/TAPPortugal](https://facebook.com/TAPPortugal)
- ✓ [twitter.com/taportugal](https://twitter.com/taportugal)
- ✓ [instagram.com/Tapportugal](https://instagram.com/Tapportugal)
- ✓ [youtube.com/tap](https://youtube.com/tap)
- ✓ [pinterest.com/tapportugal](https://pinterest.com/tapportugal)
- ✓ [linkedin.com/company/tap-portugal](https://linkedin.com/company/tap-portugal)
- ✓ [facebook.com/stepflytap](https://facebook.com/stepflytap)
- ✓ [twitter.com/tap\\_step](https://twitter.com/tap_step)
- ✓ [instagram.com/tap\\_step](https://instagram.com/tap_step)

According to a study carried out in the USA and published in Fortune magazine, TAP was considered the most world's fourth "most loved" airline on social media networks. TAP is officially present on Facebook, Twitter, Youtube, Instagram, Pinterest and LinkedIn.. It is worth remembering that according to the report written by Social Bakers (one of the world's top companies for the analysis, measurement and optimization of social networks), TAP has been one of the top 3 Most Social Devoted Brands in Portugal for years, often coming up.

# App TAP

Continuing our commitment to pioneering and innovation, TAP is offering free apps for your mobile or tablet: now in a new, completely renovated and easy-to-use version.

These can be used free of charge in Portuguese and English and may be downloaded at the **App Store**, at **Google Play** and at **Windows Store**.

## Features:

- Mobile Check-in;
- Book your flight;
- Information on flight timetables;
- Information on departures and arrivals (search by route, airport and flight);
- City Info – comprehensive information on various destinations;
- Destination weather info;
- Joining the Victoria Programme;
- Access the digital Victoria Card;
- Automatic login;
- Links to TAP social networks;
- Digital kiosk.

# Victoria Clients

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

## Victoria Clients can therefore:

- Check information on active bookings (free tickets and return fare tickets);
- Access the air miles redemption form;
- Check their Victoria account;
- Access the digital Victoria Card (which you can display on your iOS or Android mobile device instead of the physical card).

## App TAP STEP

TAP STEP is offering a free app for mobile or tablet devices.

These can be used free of charge in Portuguese and English and may be downloaded at the **App Store**, at **Google Play**.

### Features:

- STEP account info;
- Access the Digital STEP Card;
- Miles extract;
- List of STEP partners.

## PASSBOOK

Passbook is an application launched exclusively by Apple that allows users of iOS system devices to store digital documents. TAP now has this function integrated into its iOS application. After completing your mobile check-in, when your boarding pass is generated the application gives you the option of storing it in Passbook.

Victoria customers who have a mobile device that uses the iOS6 operating system can also store their digital Victoria card in Passbook. This function is available for iPhones and iPods with the iOS6 operating system.

# TAP AWARDS



# Most attractive company to work

TAP considered the most attractive company to work for in Portugal

TAP sits at the top of the Top 20 most attractive companies to work for in Portugal.

Who says so is the “**Randstad Award**”, developed by the ICMA Group and which measures how well-regarded companies are with the working age population. The results were revealed at a ceremony in which the Portuguese national airline came away with the top prize.

This study conducted for the first time in the country, more than **59 thousand** applied for positions between 2014 and 2015, of which **more than 800 young job seekers were selected** for different areas of the company. In 2015 **more than 388,900 hours were spent on training in 3,695 courses with 27,333 participants**. It took in **more than 300 interns** with varied levels of education and academic skills, also, **provided support for more than 100 dissertations (MSc and PhD)** as well as other R&D projects and, It welcomed study visitors from national and international Business Schools, as well as Erasmus.



# World Travel Awards

TAP beats the record of nominations for the World Travel Awards, considered the 'Oscars' of the travel and tourism industry, having been selected in six categories in the European round of the awards.

The Portuguese airline is nominated in the European categories: 'Leading Airline', 'Leading Airline - Business Class', 'Leading Airline - Economy Class', 'Leading Airline to Africa', 'Leading Airline to South America' and 'Leading Inflight Magazine', with UP Magazine.

In previous years, TAP was voted by the World Travel Awards as Europe's Leading Airline to Africa and Europe's Leading Airline to South America in 2014 and 2015, and the World's Leading Airline to Africa in 2011 and 2012. It also holds the title of World's Leading Airline to South America in 2009, 2010, 2011 and 2012.





# Safety Video

TAP Safety Video wins “Tourism Multimedia Award” in Berlin International success with a film that promotes Lisbon



TAP was recognized for its Safety Video in the “Economy” category as the video is also a tribute to Lisbon. The video follows ten Portuguese people, aged 7 to 70, as they make their way through the city to get to their plane, culminating in the experience of flying for the first time. Along the way, and on all different kinds of transport, these passengers remind us of the safety rules while they show us the city, discovering Lisbon, a city that is historic and modern, trendy and cosmopolitan – a tourist destination worth getting to know.

The Lisbon Tourism Association worked with TAP as a partner in the video project. The video is currently being shown on board the airline's fleet.

List of awards won by TAP’s Safety Video:

- Special Award at the 10th Film Art & Tourism Festival “FilmAT” in Warsaw, Poland (May 2015);
- Finalist at SILAFEST 2015 – The International Festival of Tourist and Ecology Film, in Serbia (September 2015);
- First Prize in the “Mobility & Transports” category and Special Award in the “Branding & Business Award” category in the 8th ART&TUR – International Tourism Film Festival (October 2015).
- Berlin Tourism Multimedia Award - Golden City Gate (Das Goldene Stadttor 2016” – Tourism Multimedia Award”) - (March 2016);
- Won a Silver medal in the “New York Festival's World's Best TV & Films” (April 2016).
- Silver medal in the latest “New York Festival's World's Best TV & Films”, ate Las Vegas, North American cinema festival (April 2016).

The Safety Video has also been entered in the 2016 US International Film & Video Festival in Los Angeles, California.

# Amenity kits

TAP wins awards for amenity kits inspired by sardine tins

Airline wins gold award for “Ethically Sustainable Amenity” at the 2015 Travel Plus Awards.

TAP received the Travel Plus Awards gold award in the “Ethically Sustainable Amenity” category for its business class amenity kits, which sported an original design. Traditional Portuguese sardine tins were the source of inspiration for these amenity kits, which are given to business class passengers on board long-haul flights.

The Travel Plus Awards judges believed that the design, in particular the nature of the materials used to produce the boxes, minimizes their environmental impact, which reflects TAP’s regard for ecology and sustainability issues.

The business class amenity kits are also one more way that TAP has found to honour and disseminate symbols of Portuguese culture, giving the different artists who created the images chosen to decorate these boxes much deserved recognition for their work.



# Another Awards



## Digital Communication Award

September, 2015 - TAP won the “Best Microsite” award for its TAP Destinations site - destinations.flytap.com - at the Digital Communication Awards Ceremony, held in Berlin.

## “Best Airline in Europe” by the North American magazine Global

December, 2015 - TAP Portugal was awarded ‘Best Airline in Europe’ by the Global Traveler magazine, USA, the leading specialized publication in the tourism & travel industry.

## 2015 T&N Awards

December, 2015 - TAP Cargo was the big winner at the 2015 annual T&N Awards contest, taking home three of the five trophies that were up for grabs.

# LOYALTY PROGRAMMES



# Victoria Programme



Victoria is the largest Airline loyalty Programme in Portugal and **one of the fastest growing frequent flyer Programmes in the World!** The Victoria Programme already has more than 2.000.000 Clients.

The more Clients fly, the faster they reach the Victoria Gold status and take advantage of all personalised 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.

Clients 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.

The Programme has been elected **2nd Best Miles Program in the World** by the readers of [melhoresdestinos.com.br](http://melhoresdestinos.com.br), **Brazil's most popular travel blog**. This distinction results from the choice of **more than 2 thousand participants** and reflects a clear **trend among the preferences of the clients**, having climbed from the 5<sup>th</sup> place in 2014 to the 2<sup>o</sup> classification in 2015.

# STEP Programme

STEP is the mileage programme, managed by TAP for clients between 12 and 25 years old. Clients who join the programme can earn miles, which can be used in a wide range of awards and benefits. With the travel miles, this programme gives discounts, offers and a growing network of partners, in the air and on land.

Clients can access their personal Step accounts through the Internet and mobile applications.

The new website will allow STEP Clients to:

- Manage their miles easily;
- Transfer miles between STEP Clients;
- Transfer miles between Victoria Clients and STEP Clients;
- Buy Miles;
- Convert Miles;
- Extend Miles.

Moreover will permit the STEP Clients to find out how many miles they need to get an upgrade, an Award-Ticket or a Round-the-World Ticket.





## FLIP & FLAP

The website [flipflap.flytap.com](http://flipflap.flytap.com), dedicated to its youngest customers from **2 to 12 years** old, is inspired by the characters FLIP&FLAP - the company's children's mascots.

Children are invited to get to know the friends FLIP&FLAP, two characters created by TAP and who appear at the various contact points of the smallest travellers with the airline - before, during and after a flight.

In the website children can accompany the adventures of the friends FLIP&FLAP in the TAP destinations, enabling them not only to find out about these different locations, but also to discover various games or to download drawings to colour in.

Targeted at a generation born in the digital era, this site aims to involve the youngest with the TAP brand by creating activities where they can play and learn at the same time.

# TAP CORPORATE



Tap|corporate fly 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 [tapcorporate.com](http://tapcorporate.com).



**TAP** TAP PORTUGAL

A STAR ALLIANCE MEMBER 

WITH ARMS WIDE OPEN

*There's a place  
for everything*

