



TAP PORTUGAL

TAP Portugal
in brief





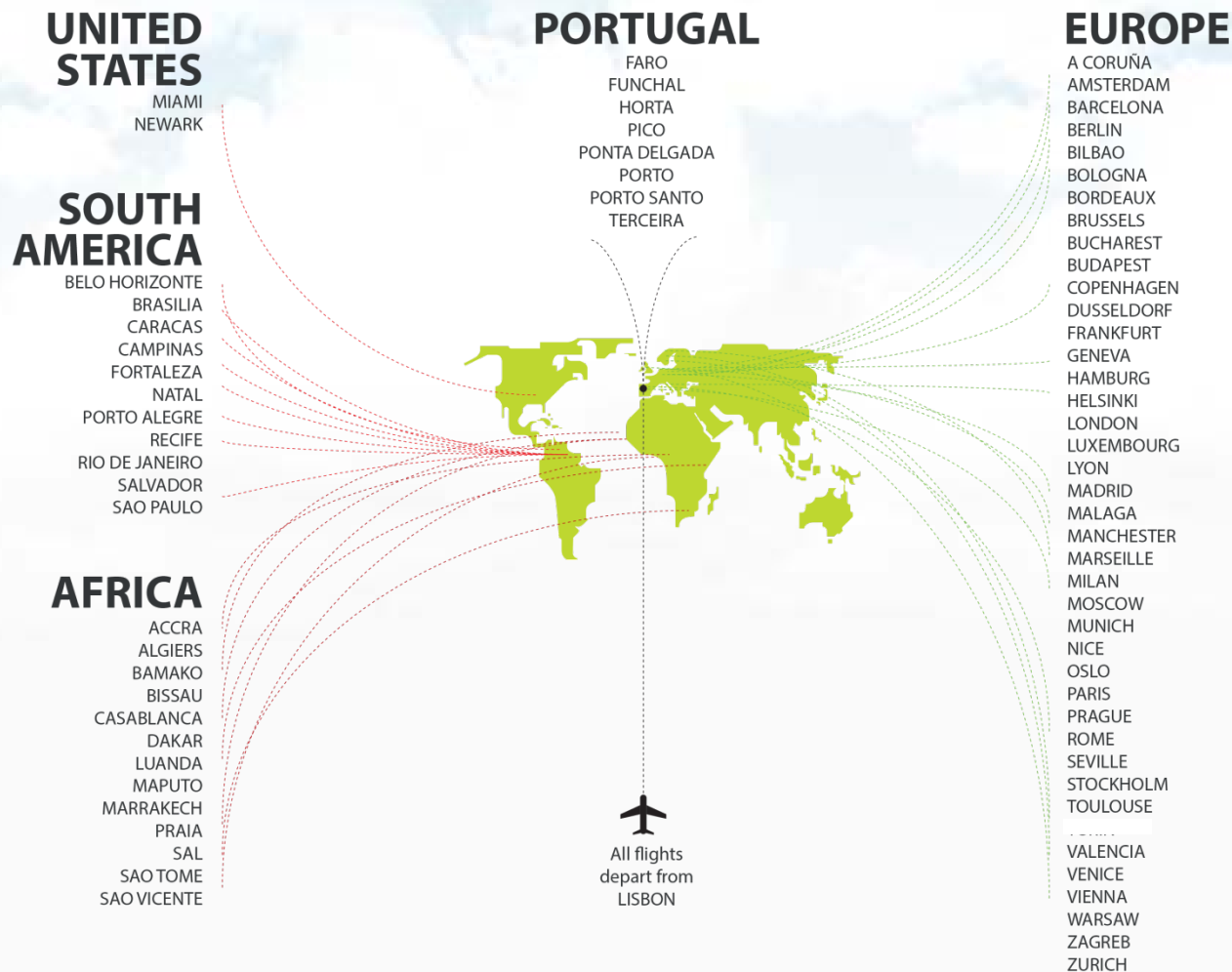
TAP PORTUGAL

de braços abertos
with arms wide open

A STAR ALLIANCE MEMBER 

Operating since **1945**,
the airline hubs are in **Lisbon** and also **Porto**,
key European gateways at the crossroads of
Africa, North America and South America.

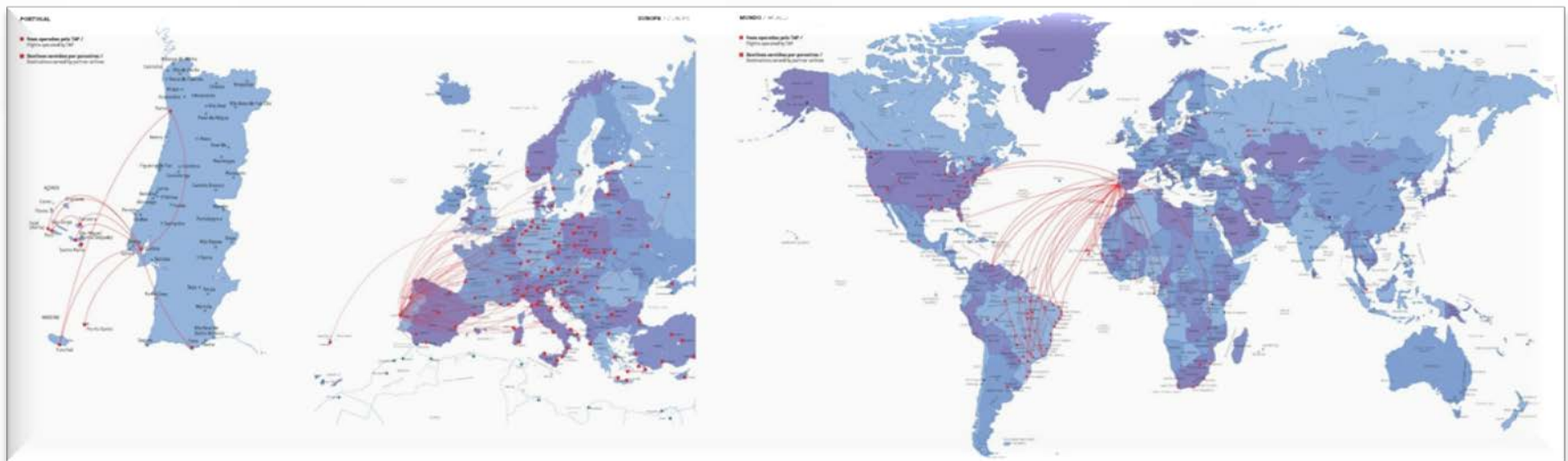
The TAP network serves **75 destinations in 34 countries** worldwide and it is the leading airline between **Europe** and **Brazil**.



Soon with 2 more connections to the African continent, with the new routes: Tangier and Boa Vista and 2 more to Brazil, with the new routes: Manaus and Belém.

Pursuing a strategic orientation whose priority is **satisfying its customers' expectations**, TAP continually strives to provide them with the most convenient solutions for their travel needs, offering them a product of ever-increasing value.

With this objective in mind, the airline has also established the best partnerships, on both land and air, enabling it to serve a wider number of destinations via **code-sharing** with other airlines, in addition to a wide variety of associated **advantages and benefits**.



TAP Portugal is **Portugal's leading airline** and has been a member of **Star Alliance** since 14 March 2005.

TAP has thus seen its leadership reaffirmed in this fast-growing market. TAP Portugal was distinguished by UNESCO and by the International Union of Geological Sciences with the IYPE "Planet Earth Award 2010" in the category "**Most Innovative Sustainable Product**".

In 2012, TAP M&E was honored with the Silver Advertising Award by the prestigious Air Transport World magazine.

TAP was awarded the "**Best Airline in Europe**" by the Global Traveler magazine, USA (2011 and 2012) and also recognised and awarded by the WTA, World Travel Awards as the "**World's Leading Airline to South America**" (2009, 2010, 2011 and 2012) and the also "**World's Leading Airline to Africa**" (2011 and 2012).

In 2013, **TAP Safety Video** voted the winner by APEX Passenger Choice Award for the best inflight video and also won the "Gold" award in the *Prémios Meios & Publicidade* Media and Advertising Awards, Corporate Communications category.





In 2012, TAP transported **10.186.436** passengers and over **83** thousand tonnes of cargo and mail.

Operating an average of more than **2,250 flights a week**, TAP boasts a modern fleet of 55 Airbus aircrafts, plus another 16 at the service of PGA, its regional airline, a total of **71 aircrafts**.

Keeping up with its Customer focus, TAP is constantly investing in innovation and in the use of new technologies in order to offer high quality, safe and reliable products and services.



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**.



COMFORTABLY IN ECONOMY

Travelling can be an unforgettable experience of comfort and entertainment.



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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 it's 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 Centre (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.

It is important for us at TAP to discover wines that reflect the quality, richness and variety of Portuguese grapes. In order to reach a large number of producers, the company called on ViniPortugal to find out about the white, red and sparkling wines from the Wine Commission in each of the country's regions.

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.

His considerable success has won him awards such as **Chef of the Year 1999**, awarded by the Portuguese Cookery Academy and Commander of the Order of Henry the Navigator.



COMFORT

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

New 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.

Find out more on board!





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.





TAP PREMIUM LOUNGE LISBON

The TAP Premium lounge at Lisbon Airport has everything that tap|executive passengers and/or holders of the Victoria Gold Winner, TAP Platinum American Express, tap|corporate, Star Gold and/or Star Lounge cards could wish for.

Covering an area of around 500 square meters, the lounge is a place for relaxation, leisure, entertainment and work.

Services available – TV and monitors with flight information, free WiFi, fax, telephone (free local calls), printer, PC/desktop, mobile battery charger shower, WC and an excellent restaurant area with catering service created by chef Vítor Sobral.





LOYALTY PROGRAMMES

The more you fly, the more you collect!



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TAP VICTORIA – TAP'S FREQUENT FLYER 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 1.300.000 members.

The more members 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.

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.



TAP|CORPORATE FLY PROGRAMME

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 www.tapcorporate.com

tap | corporate





TAP ONLINE

Welcome to TAP on the Web!



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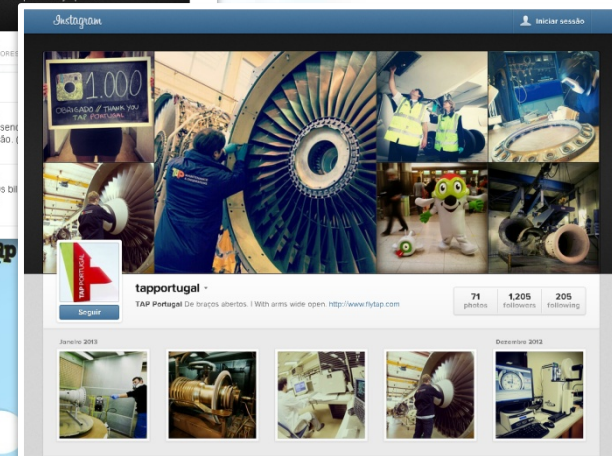
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SOCIAL MEDIA

- facebook.com/TAPPortugal
- twitter.com/tapportugal
- instagram.com/Tapportugal
- youtube.com/tap



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.

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.

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.

SKYPE

Now it's possible to call to TAP Contact Center through Skype. To call, just access the Skype name "tap.contact.center" and make your connection.

TAP OFFERS VIDEO REMOTE INTERPRETING SERVICE FOR THE DEAF COMMUNITY

This service is designed for deaf people wishing to get in touch with TAP's Contact Centre using the exclusive Serviin number 12472. Bookings made this way will include a specific code number that will let our staff know the customer is deaf.



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





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