



Cycling & walking

Algarve - Novembro 2016

ATA - TdP

A photograph of a mossy stone bridge over a stream in a forest. The bridge is made of large, rectangular stones covered in bright green moss. The stream flows under the bridge, reflecting the surrounding greenery. The forest is dense with trees and ferns, and the ground is covered in fallen leaves. The overall scene is lush and serene.

“There’s no bad weather. Only good and bad clothes”

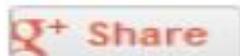


Swedes often have something to cheer about. File image: Ola Ericson/imagebank.sweden.se

Swedes ranked fifth happiest in the world

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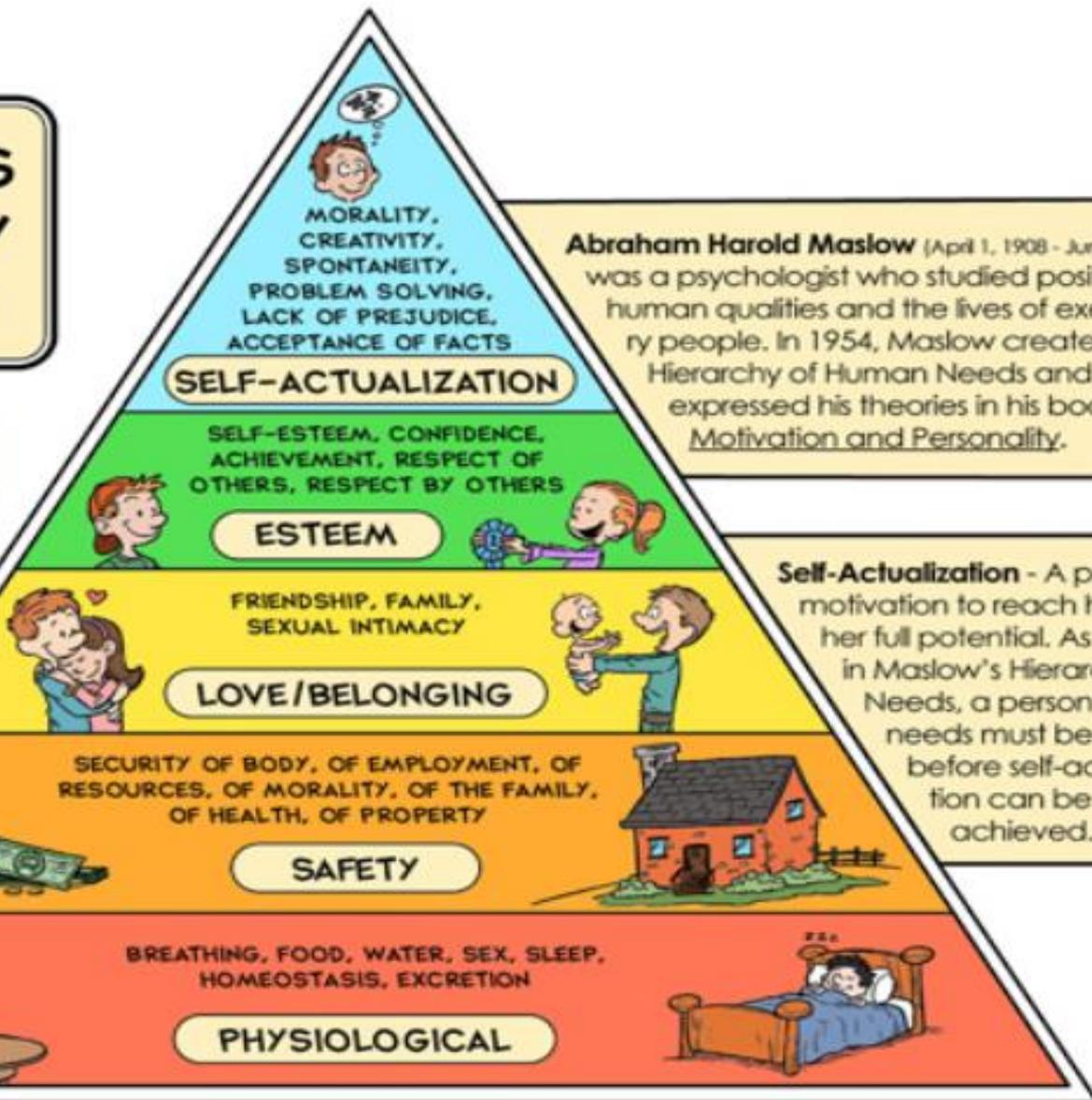
Swedish people have been ranked as the fifth happiest in the world, but still don't show off their smiles as often as the Danes and the Norwegians, who finished in the top two places, according to a new report by **Columbia University's** Earth Institute.

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Maslow's Hierarchy of Needs Chart

MASLOW'S HIERARCHY OF NEEDS

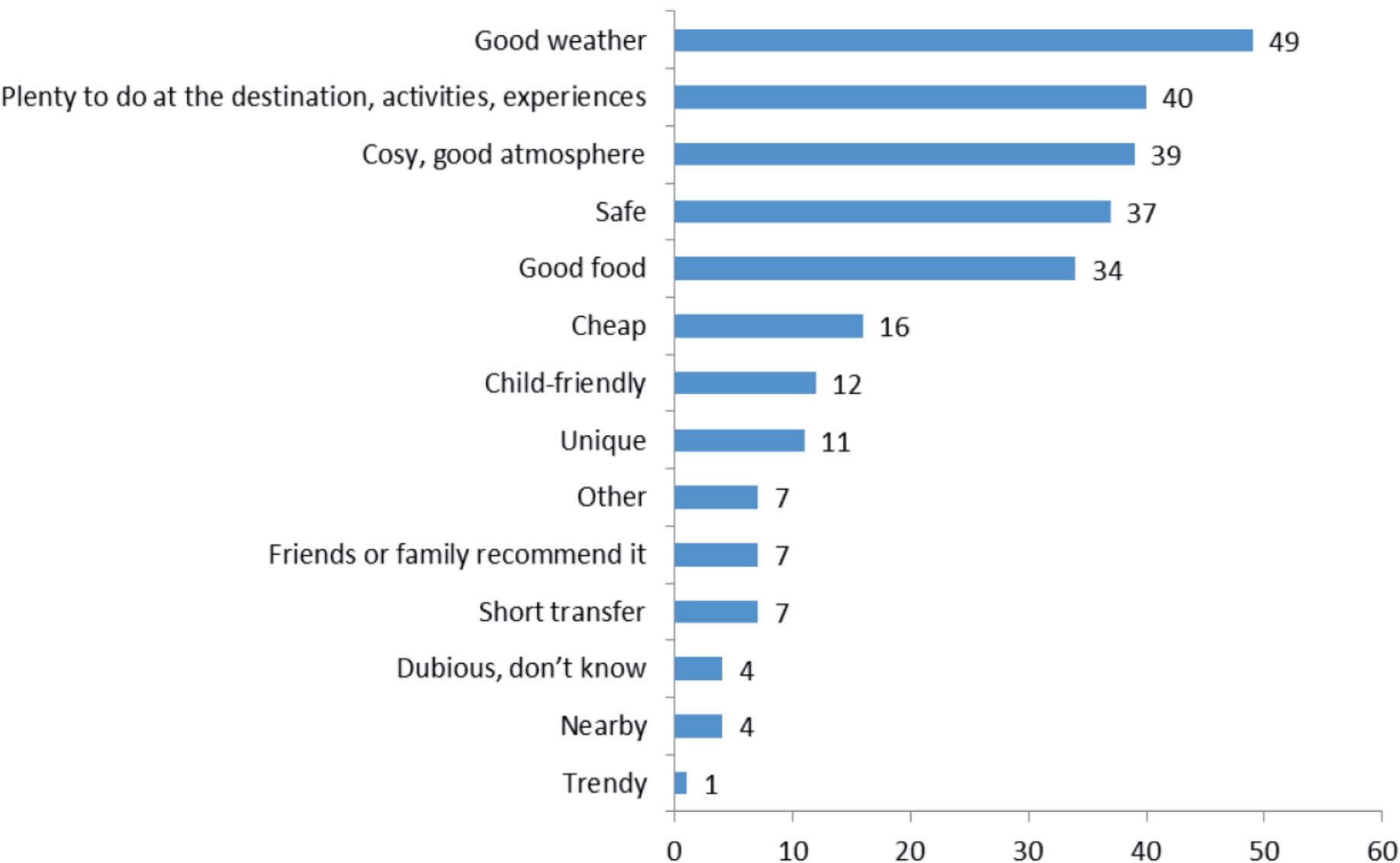
ABRAHAM MASLOW



Abraham Harold Maslow (April 1, 1908 - June 8, 1970) was a psychologist who studied positive human qualities and the lives of exemplary people. In 1954, Maslow created the Hierarchy of Human Needs and expressed his theories in his book, *Motivation and Personality*.

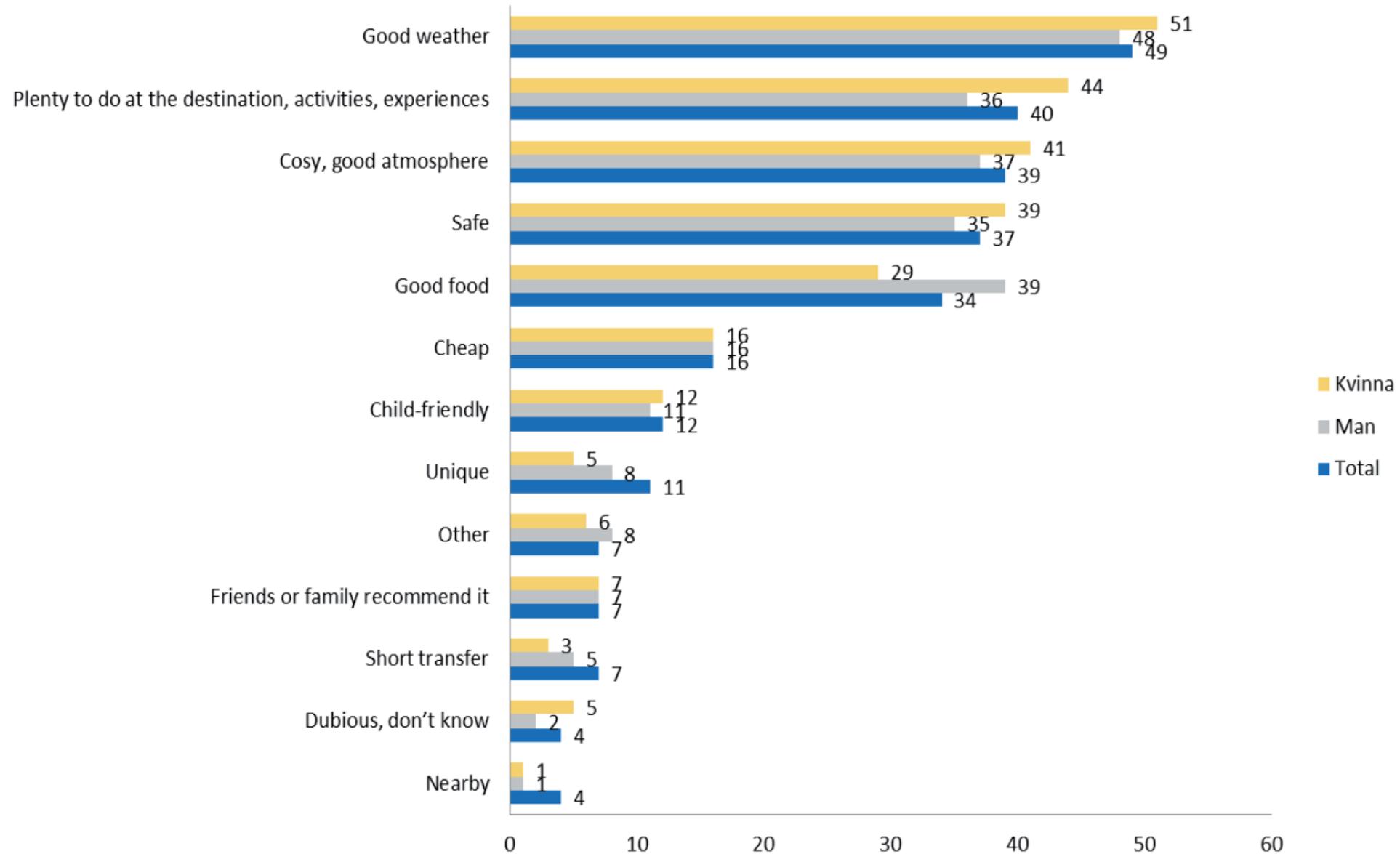
Self-Actualization - A person's motivation to reach his or her full potential. As shown in Maslow's Hierarchy of Needs, a person's basic needs must be met before self-actualization can be achieved.

What is the most important factor when it comes to choosing a destination for a private trip abroad?



Source: Ticket SIFO survey

What is the most important thing for you when choosing a destination for a private trip abroad?



Source: Ticket SIFO survey



— September 11-15 —
Ljusterapi

på BlueVillage i Turkiet
barnpris från 2 595,-*

 **Fritidsresor**
Departemang de reseor



Winter is great in Scandinavia!

Portugueses são os que menos praticam exercício físico com frequência em 21 países

[Agência Lusa / Portugal / 25 Out 2016](#)

Portugal tem a mais baixa percentagem de pessoas que praticam exercício físico frequentemente num conjunto de 21 países europeus, segundo um novo estudo hoje divulgado. O “European Social Survey”, que analisa as atitudes quanto à saúde física e mental em 21 países, mostra que apenas 13,1% dos homens portugueses e 11,5% das mulheres praticam exercício físico com frequência.

Portugal e a Hungria surgem como os países com menos praticantes regulares de atividade física frequente (realizada três a quatro vezes por semana).

Os nórdicos são os que mais se preocupam com o exercício regular. Os dados do estudo europeu, recolhidos em 2014 e 2015, exibem a Finlândia, a Noruega, a Suécia e a Irlanda como países com os melhores indicadores no exercício físico praticado por ambos os sexos.

TOP 10 FERTILITY RATES

(NUMBER OF CHILDREN FOR EACH WOMAN)

1. **Ireland 2.07**
2. **France 2.03**
3. **UK 1.98**
4. **Sweden 1.98**
5. **Denmark 1.87**
6. **Finland 1.87**
7. **Netherlands 1.79**
8. **Estonia 1.63**
9. **Luxembourg 1.63**
10. **Slovenia 1.57**

Samakning
på Blauvillager i Turkiet
börjande från 2 995,-

Frida & Soner

A billboard advertisement for couples therapy. The image shows a man and a woman embracing on a beach. The man is shirtless and wearing blue shorts, while the woman is wearing a green top. They are standing on a blue beach towel. The background is a bright, sunny beach scene. The text is in Swedish and mentions 'Blauvillager i Turkiet' and a price of '2 995,-'. The logo for 'Frida & Soner' is visible in the bottom right corner.

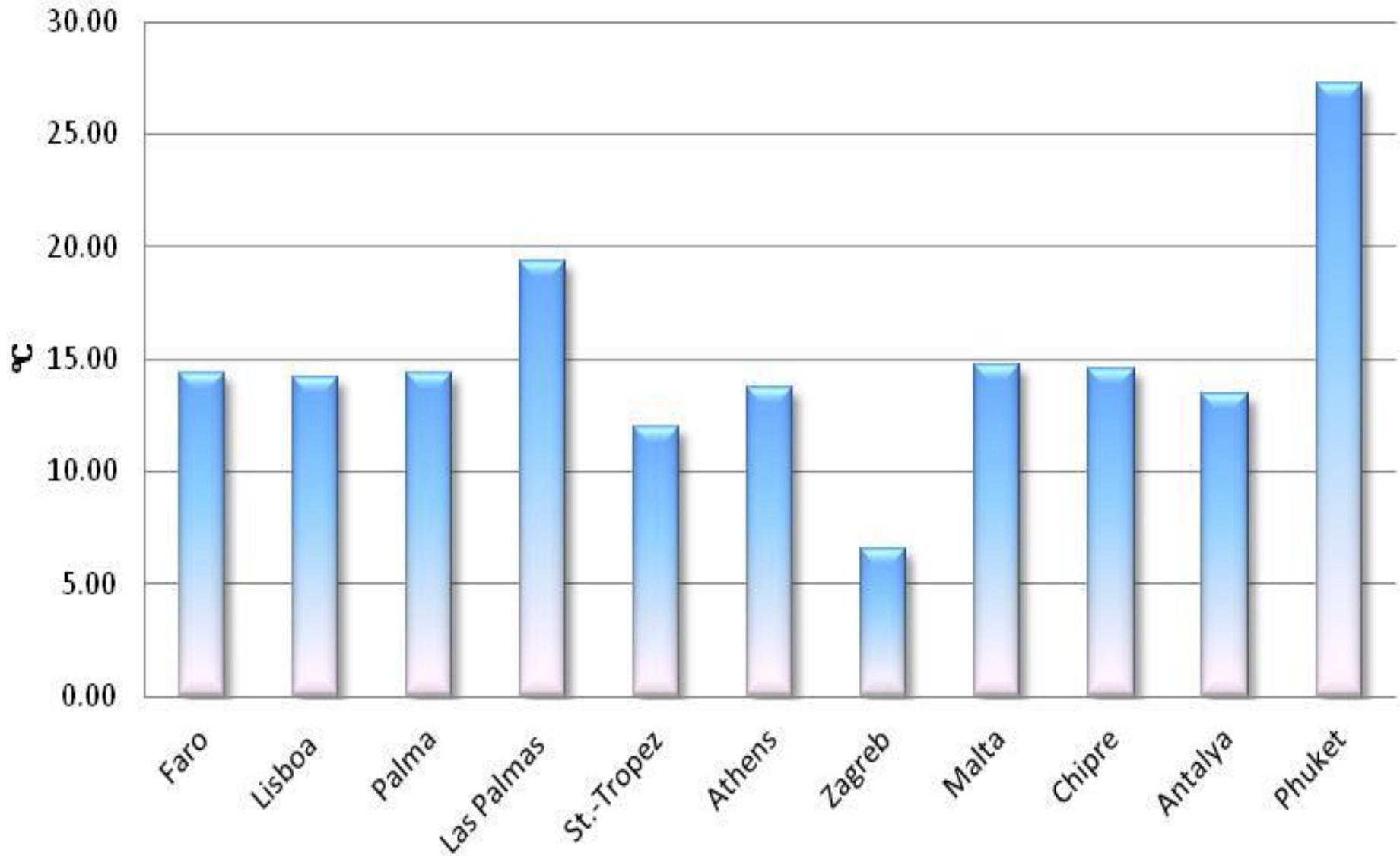
Familjeterapi
på Blauvillager i Mallorca
från 4 995,-

Frida & Soner

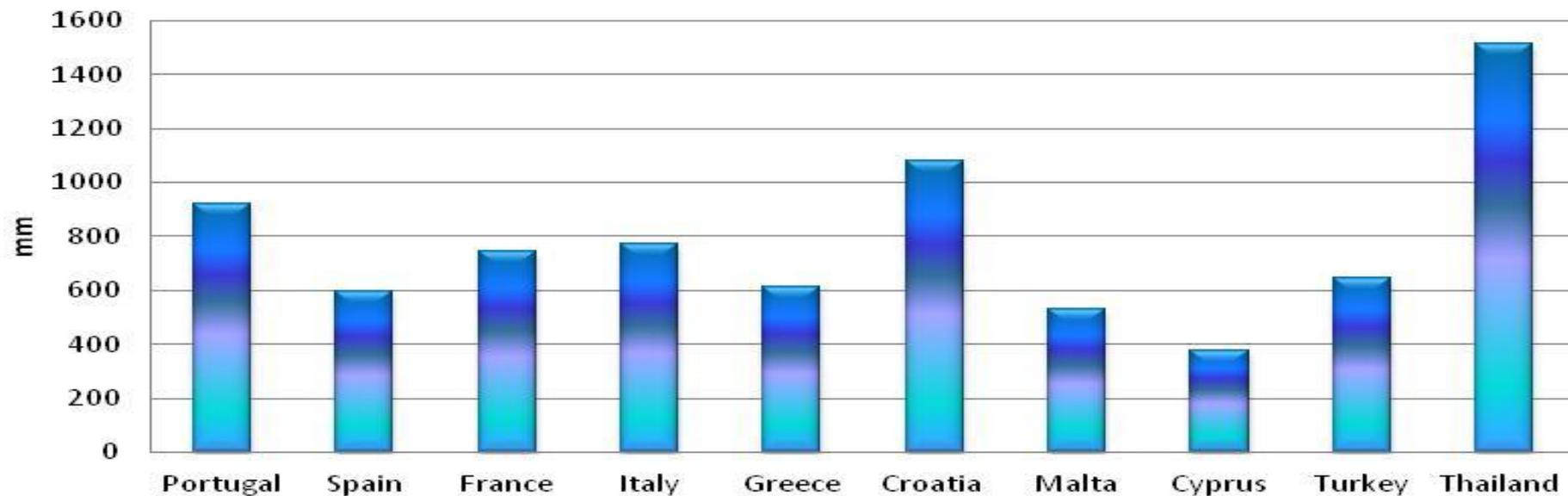
A billboard advertisement for family therapy. The image shows a family of four walking on a beach. A man in a red shirt and dark shorts is walking with a woman in a red dress, who is holding a young child in a pink outfit. Another child is visible in the foreground, partially obscured. The background is a bright, sunny beach scene. The text is in Swedish and mentions 'Blauvillager i Mallorca' and a price of '4 995,-'. The logo for 'Frida & Soner' is visible in the bottom right corner.



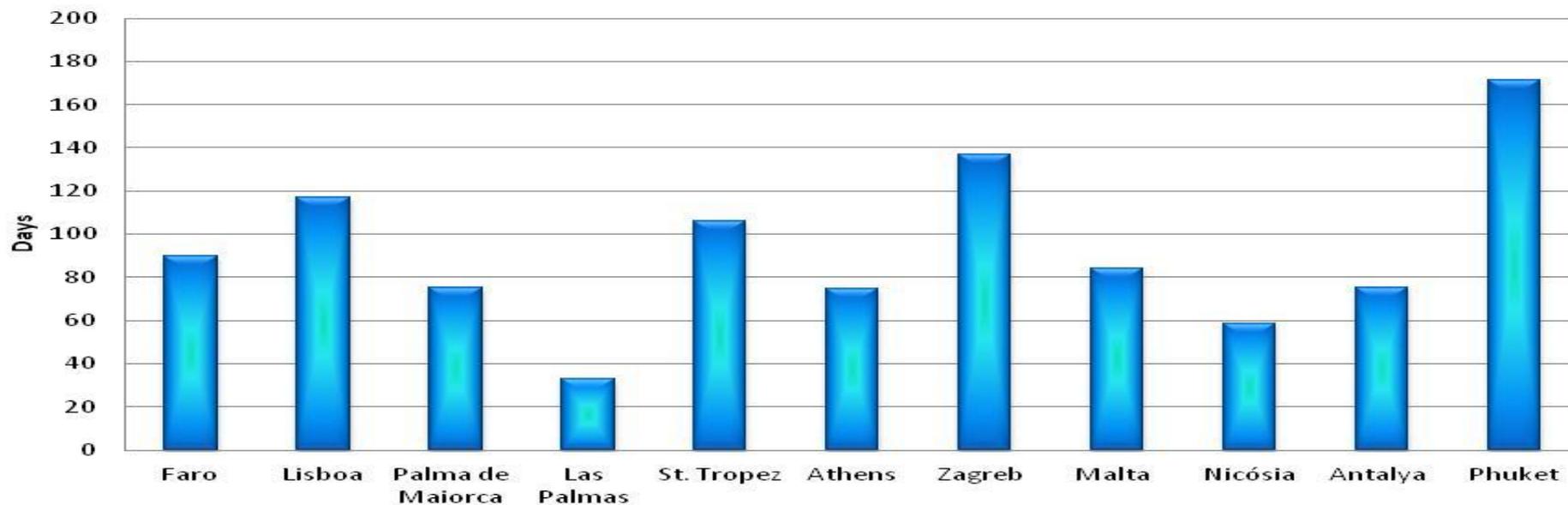
Winter Average Temperature in principal destinations



Annual Average Precipitation



Annual Number of Days with Precipitation in Principal Cities



Principais destinos Inverno - Noruega

1. Gran Canaria (1)
2. Bangkok (3)
3. Tenerife (2)
4. London (5)
5. Phuket (4)
6. Amsterdam (12)
7. København (6)
8. Lanzarote (7)
9. Tokyo (ny)
10. Singapore (10)

Principais países - Noruega:

1. Spania (1)
2. Thailand (2)
3. USA (3)
4. Storbritannia (4)
5. Tyskland (5)
6. Nederland (9)
7. Danmark (6)
8. Portugal (12)
9. Japan (11)
10. Frankrike (8)

TRAVEL TRENDS – STANDOUT HOLIDAY COUNTRIES THIS WINTER

Sweden

Top countries

1. Spain (1)
2. Thailand (2)
3. USA (3)
4. UK (6)
5. Mexico (5)
6. Italy (8)
7. Australia (new)
8. UAE (7)
9. Germany (4)
10. Portugal (10)

Source: Ticket's booking statistics. Bookings up to 29 September with departures 1 Nov 2016 – 30 April 2017.

TRAVEL TRENDS – STANDOUT DESTINATIONS

Top Ten destinations

1. Gran Canaria (1)
2. Bangkok (2)
3. Phuket (3)
4. Tenerife (4)
5. London (8)
6. Miami (6)
7. Krabi (5)
8. New York (9)
9. Málaga (new)
10. Cancún (7)

Source: Ticket's booking statistics. Bookings up to 29 September with departures 1 Nov 2016 – 30 April 2017.

Top Ten charter destinations

1. Gran Canaria (1)
2. Tenerife (2)
3. Phuket (3)
4. Krabi (5)
5. Cancún (4)
6. Fuerteventura (6)
7. Sal (7)
8. Lanzarote (8)
9. Puerto Plata (new)
10. Funchal (new)

Top Ten country destinations for charters

1. Spain (1)
2. Thailand (2)
3. Kap Verde (4)
4. Mexico (3)
5. Dominican Republic (5)
6. Egypt (7)
7. Portugal (10)
8. Kuba (6)
9. Mauritius (new)
10. Jamaica (8)

Top Ten scheduled flights: cities

1. Bangkok (1)
2. Phuket (2)
3. London (5)
4. Miami (3)
5. New York (6)
6. Málaga (8)
7. Gran Canaria (7)
8. Krabi (4)
9. Orlando (10)
10. Dubai (9)

Top Ten scheduled flights: countries

1. Thailand (1)
2. USA (2)
3. Spain (3)
4. UK (5)
5. Italy (7)
6. Australia (8)
7. Germany (4)
8. South Africa (new)
9. UAE (6)
10. France (9)

Top Ten destinations for families with children

1. Gran Canaria (1)
2. Bangkok (2)
3. Phuket (3)
4. Tenerife (5)
5. Krabi (4)
6. Miami (6)
7. London (new)
8. Cancún (7)
9. Orlando (8)
10. Dubai (10)

Flight prices and campaigns drive trends

- Average prices for scheduled flights have dropped 5% this winter
- Ovarcapacity and competition the main reason
- Record-low prices during campaign periods
- Big increases in booking to long haul destinations:
 - Australia (6th place, +29%)
 - South Africa (15th place / +55%),
 - the Philippines (25th place / +49%)
 - Japan (38th place / +46%),
 - Indonesia (24th place / +26%)
 - Chile (28th place / +132%)
 - Hong Kong (35th place / +80%)
 - Canada (32nd place / +27%)
 - Malaysia (24th place /+15%)

A imagem de Portugal

Apesar de Portugal ser um destino natural para vários países, ele terá ainda que percorrer um longo caminho até assumir-se como tal - um destino “must go” -, na mente dos países nórdicos.

Segundo um estudo recente, o Travel Image 2015, Portugal encontra-se na 14ª posição entre 101 destinos de viagem preferidos pela população nórdica. Em 2014, Portugal ocupava a 17ª posição, tendo subido três posições.

Classificação da imagem de Portugal em 2015:

PAÍSES NÓRDICOS: 14º (17º em 2014)

Informações por país:

SUÉCIA: 17º (16º em 2014)

DINAMARCA: 12º (12º em 2014)

NORUEGA: 10º (14º em 2014)

FINLÂNDIA: 14º (19º em 2014)

An aerial photograph showing a coastal town with many houses and swimming pools on the left, a large green golf course in the center, and a sandy beach with the ocean on the right. The sky is clear and blue.

Organização
Simplicidade
Personalização
Profissionalismo
Diferenciação
Unicidade
Genuinidade
Qualidade
Coopetição



Obrigado