
Porto and the North update tourism promotion website

ABOUT



10.10.13

The Porto Tourism Association (ATP), the organisation responsible for promoting Porto and the North of Portugal abroad as a destination, has launched its new website, available at www.visitportoandthenorth.travel.

The new platform, with the latest innovative digital communication technology, aims to promote Porto and the North as a destination in various international markets.

More interactive and user-friendly, the new website provides motivational content, genuine experiences and creative suggestions for the tours that showcase the region's diversity in terms of Cuisine and Wines, Culture, Nature, Golf, Health and Wellness. It also includes a dedicated section specially for tourism products, associated with ATP service sales support, such as places to stay, congress centres, museums, Port wine cellars, restaurants, estates, among many other tourism services.

The Porto Tourism Association has a new-look image, with new content and in various digital support platforms, which is strongly focused on user interaction, in sharing experiences, being close to markets and adapted to "Porto and the North - The Essence of Portugal" brand asset products, meeting the different needs of tourists visiting the region.