

## **Portuguese Hotel Association enjoys successful launch event for its online booking portal**

The Portuguese Hotels Association (AHP) has hosted a successful launch event for its new online platform that is set to help tourists from around the world book accommodation in the country simply, securely and directly.

The launch event, held at SUD Lisboa, welcomed over a hundred and fifty guests, who enjoyed a drinks reception before celebrating as the Click2Portugal website officially went live.

The event was attended by Ana Mendes Godinho, the Secretary of State for Tourism, as the [Click2Portugal](#) initiative has the support of Tourism Authorities that aims to keep Portuguese hospitality one step ahead.

The platform allows prospective tourists to make straightforward, secure online reservations, with direct bookings into the hotels via Click2Portugal, also providing best prices and other exclusive benefits for its users.

AHP, which represents the majority of the hotel accommodation available in Portugal, conducted extensive research around hotels' digital representation in 2017, which revealed that over a third of hotels had no effective online presence or only had a very basic presence with no option for direct online booking.

Following this discovery, the Click2Portugal initiative was established and is a nationwide enterprise open to all Portuguese hotels that looks to boost their visibility to international travellers. October 9<sup>th</sup> saw the platform's official launch.

Raul Martins of AHP, said: "The launch event was very successful and we were delighted to see so many people in attendance. It was also our pleasure to welcome the Secretary of State for Tourism. The aim of Click2Portugal is to make Portugal easily accessible to tourists from all over the world, while also being fully inclusive and representing hotels throughout the country. Being endorsed by the Government is a key part of getting hotels involved that aren't currently represented by the Hotel Association of Portugal."

He added: "So far we have more than 300 hotels signed up to the Click2Portugal initiative, with the number growing every day, but there's still work to be done to spread awareness now that we've officially launched."

The Click2Portugal initiative was launched in a bid to improve the digital offering of Portuguese hospitality venues, providing a boost to the country's tourism industry. As part of their Click2Portugal listing, hotels can include representative video, high-resolution photography and it's presented in 5 languages – Portuguese, English, Spanish, French and German – as well as recommended points of interest selected by the hotels. The site also

includes a comprehensive rating system provided by ReviewPro, which only takes into account true and credible reviews made in dozens of travel websites.

Raul concluded: “The lack of online representation is a huge stumbling block to those visiting from abroad. With Click2Portugal we are hoping to vastly boost the visibility of hotels, allowing guests to get a good understanding of what they’re getting when booking, while also allowing hoteliers to properly showcase the quality of their offering.”

Click2Portugal is connected to [visitportugal.com](http://visitportugal.com) – official website for Portugal as a tourist destination - and already includes 300 hotels, with more added daily as the initiative continues to spread throughout the country. For more information visit the website: [www.click2portugal.com](http://www.click2portugal.com)

To celebrate the launch of the new site, Click2Portugal are offering a promotional code for the first few visitors providing them with at least a 5% discount. The promotional code is ‘WELCOME.’

For more information about the Portuguese Hotels Association please visit: <https://www.hoteis-portugal.pt/>

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