Parques de Sintra wins the World Travel Award for the “World's Best Conservation Company” for the second time

- World Travel Awards are deemed the “Oscars for the tourism sector”
- Recognition of the work done in the field of Conservation
- Voted for by the public and tourism professionals

Salou, 8th December 2014 – On Sunday, Parques de Sintra – Monte da Lua (PSML) picked up, and for the second consecutive year, the World Travel Award for the “World's Best Conservation Company” during its annual gala in Anguilla (Caribbean). These awards, internationally recognised as the “Oscars of tourism”, are attributed annually to the world's best tourism sector companies and represent one of the greatest distinctions such firms may receive. The voting is carried out among the public in general as well as by thousands of professionals from the Travel Agency and Tourism sector from some 160 different countries.

Parques de Sintra received its nomination in the “Best Conservation Company in the World” category and in competition with six other institutions from the United States, Australia and Africa.

This award, the second Parques de Sintra World Travel Award, joins the other prizes and awards won by the company in recognition of the quality of the work carried out within the framework of restoring and rehabilitating the parks and monuments under its management.

Parques de Sintra is a state owned entity that does not receive any state budget funding or any other support from its shareholders for the maintenance, restoration and provision of public access to the sites under its management and undertakes such responsibilities based only upon the revenues earned (ticket, cafeteria and store sales alongside the hiring out of spaces). In 2013, the parks and the monuments under the management of Parques de Sintra welcomed over 1,700,000 visitors; for 2014, this number is forecast to rise above 1,900,000.
The World Travel Awards were set up in 1993 to recognise, reward and celebrate excellence throughout every sector of the tourism industry. Today, the WTA brand gains global recognition as a seal of quality.

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About Parques de Sintra - Monte da Lua

Parques de Sintra - Monte da Lua, S.A. (PSML) is a state-owned limited company with exclusively public capital that was created in 2000 following the recognition by UNESCO of the Cultural Landscape of Sintra as a World Heritage Site. The company was created to assemble the public institutions responsible for preserving and enhancing the natural and cultural heritage in Sintra. PSML has been entrusted with the management of the State’s main properties in the area. Because it does not resort to the State Budget, PSML depends entirely on proceeds from the tickets sale, shops, cafeterias and hiring of venues for events, in order to restore, maintain and promote the heritage it manages.

In 2013, the natural and cultural heritage managed by PSML (the Park and Palace of Pena, the National Palaces of Sintra and Queluz, the Chalet of the Countess of Edla, the Moorish Castle, the Palace and Gardens of Monserrate, the Convent of the Capuchos and the Portuguese School of Equestrian Art) welcomed approximately 1,700,000 visitors, over 90% of whom were from outside of Portugal.

The shareholders of PSML are the Directorate General of Treasury and Finance (Direção Geral do Tesouro e Finanças - representing the State), the Institute for the Conservation of Nature and Biodiversity (Instituto da Conservação da Natureza e Biodiversidade - ICNB), the Portuguese Tourism Board (Turismo de Portugal) and the Municipality of Sintra (Câmara Municipal de Sintra - CMS).

www.parquesdesintra.pt or www.facebook.com/parquesdesintra

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