Parques de Sintra picks up the World Travel Award for “Best Conservation Company in the World” for the seventh consecutive year

- World Travel Awards are considered the “Oscars of Tourism”
- Company has won this award consecutively since 2013
- Award ceremony took place yesterday in Muscat, capital of Oman

Sintra, 29 November 2019 – Parques de Sintra is the winner of the World Travel Award for the “Best Conservation Company in the World” for the seventh consecutive year. At a ceremony that took place on Thursday, 28 November, at the Royal Opera House of Muscat, in Oman, attended by entrants from all over the world, the Portuguese company has once again been distinguished with this award in recognition of the effectiveness of its management of the heritage assets under its care. We would highlight that the company was once again the only European entity nominated in this category.

Internationally considered the “Oscars of Tourism”, the World Travel Awards seek to recognise, award and celebrate excellence across all the different fields of tourism. The awards represent one of the most important honours companies in this sector may receive with the brand receiving global recognition as a leading quality seal. The voting process involves both the general public and tourism professionals with the award ceremony an event that brings together the leading representatives from the sector.

Sofia Cruz, President of the Board of Directors of Parques de Sintra, stressed the relevance of yet another award: “It is an honour to receive this prize for the seventh consecutive year as this duly reaffirms the international recognition of the excellence of the work that company staff and collaborators undertake daily within the scope of the conservation, recovery and restoration of the parks and monuments under the management of Parques de Sintra. This new award constitutes an important motivation to ensure we continue with our mission to the highest standards of excellence that has enabled the achievement of this
and other awards. Furthermore, this drives us to share the know-how that we have acquired along the way, especially with the scientific community, developing synergies that enable us to achieve new knowledge and overcome the challenges that managing such valuable heritage constantly poses. This is to be a core priority in the near future.”

Among the conservation and restoration actions current under implementation by Parques de Sintra, there is the project for the recovery of the Convent of the Capuchos, which shall be reopened to the public in 2020. The ongoing project spans the restoration of the set of buildings and covers all the functional and decorative features of this monument. The intervention plan also incorporates establishing new functions with the objective of boosting the visit experience.

Parques de Sintra is an exclusively state entity owned company but that does not receive any state budget funding. The heritage under its management is maintained, restored and made available to the public based only on the revenues generated by its ticket offices, cafeterias, stores and the renting of its sites and facilities. Under its management are: the Park and National 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. These monuments and parks have already received over three million visits in 2019.

About Parques de Sintra - Monte da Lua
Parques de Sintra - Monte da Lua, S.A. (PSML) is an entirely state owned company founded in 2000 in order to meet the challenges arising out of the UNESCO classification of the Sintra Cultural Landscape as a World Heritage site. The entity does not resort to the State Budget and the restoration and maintenance of the heritage in its care are ensured by the revenues resulting from sales at its ticket offices, stores, cafeterias and the rental of facilities for the hosting of events. In 2018, the sites managed by PSML (the Park and National 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 around 3.5 million visits, around 86% of whom were international in origin. In 2013, 2014, 2015, 2016, 2017 and 2018, PSML was distinguished with the World Travel Award for the “World’s Leading Conservation Company”. The PSML shareholders are the General Directorate of the Treasury and Finance (representing the Portuguese state), the Portuguese Institute of Nature and Forestry Conservation, the Portuguese Tourism Board and Sintra Municipal Council.
Media contacts:

Comunicação Parques de Sintra - Monte da Lua

E-mail: comunicacao@parquesdesintra.pt

Tel: + 351 21 923 73 00