



Sustentabilidade nos Cruzeiros do Douro

V Jornadas de Engenharia do Ambiente
Instituto Superior Técnico



Disponibilizar por Terra, Água e Ar os meios necessários para surpreender os clientes na descoberta do património arquitetónico, cultural e paisagístico.



FROTA DOUROAZUL



DOUROAZUL

UM DOS MAIS DINÂMICOS GRUPOS TURÍSTICOS DE PORTUGAL



DOUROAZUL

Luxury River Cruises



Museum of Portuguese Discoveries



Bus Sightseeing



Helicopter Tours



Amazon Project



River Sightseeing



Century Old Portuguese
Photography Database



Space Tourism



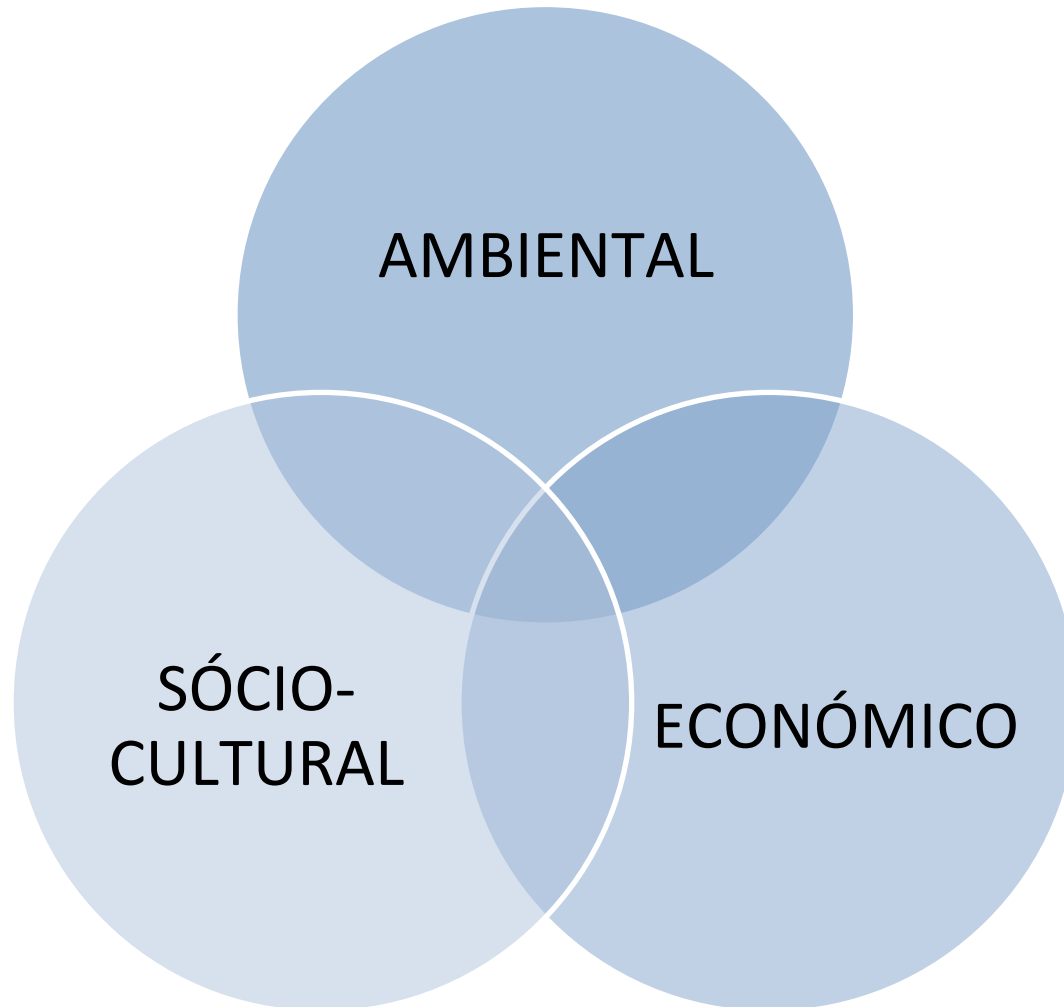
Welcome Tourist
and Business Center

DOUROAZUL

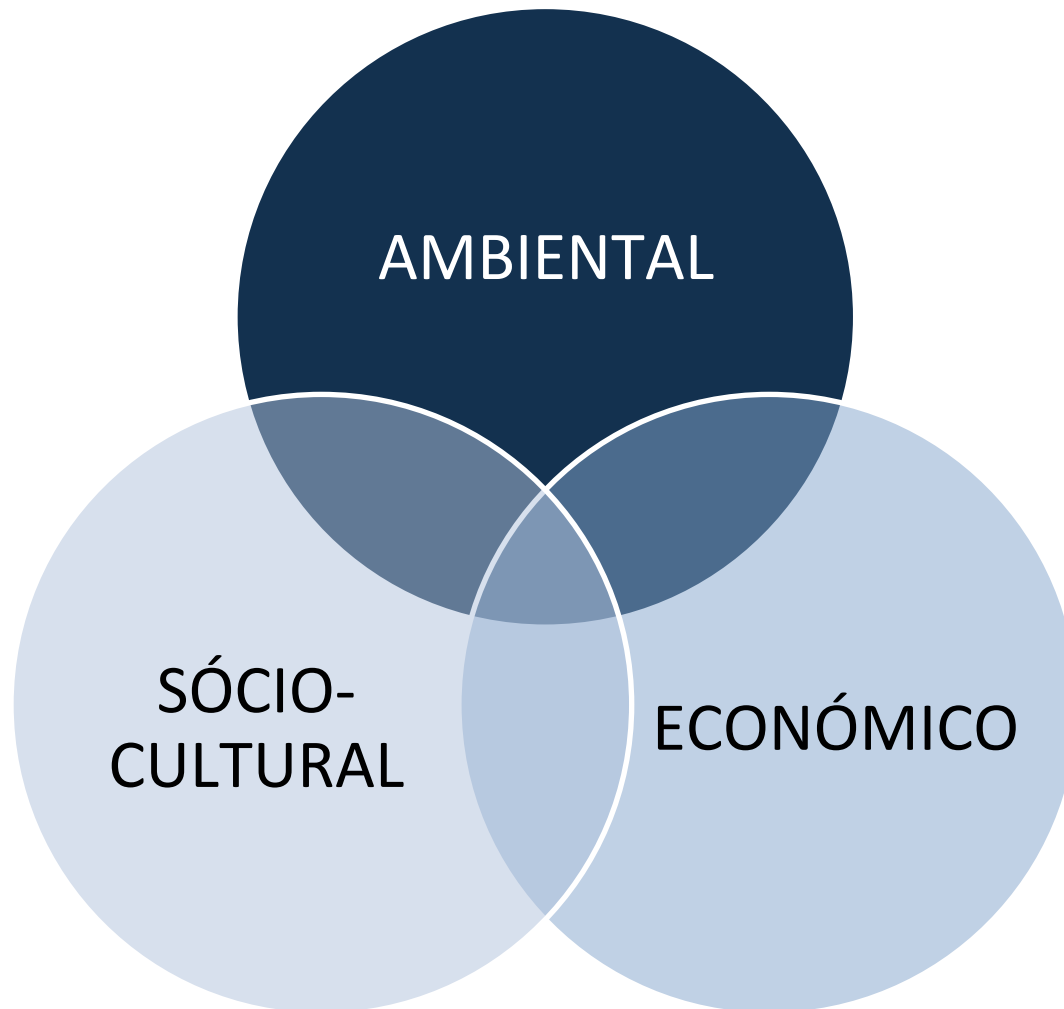


O COMPROMISSO DA DOUROAZUL COM AS GERAÇÕES FUTURAS

Turismo que tem em consideração os impactos económicos, sociais e ambientais, actuais e futuros, da sua actividade, e que tem em conta as necessidades dos visitantes, da indústria, do ambiente e das comunidades locais.

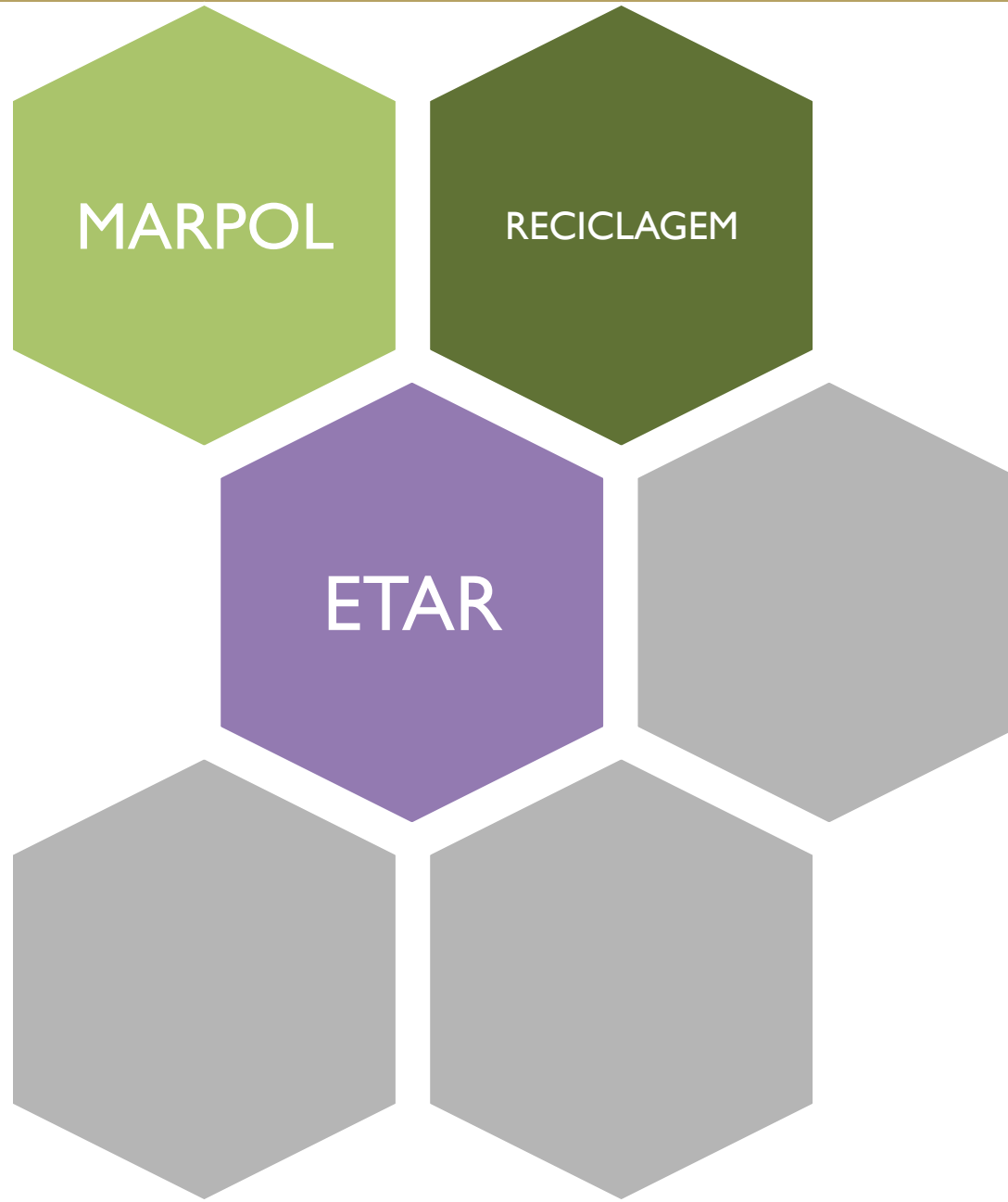


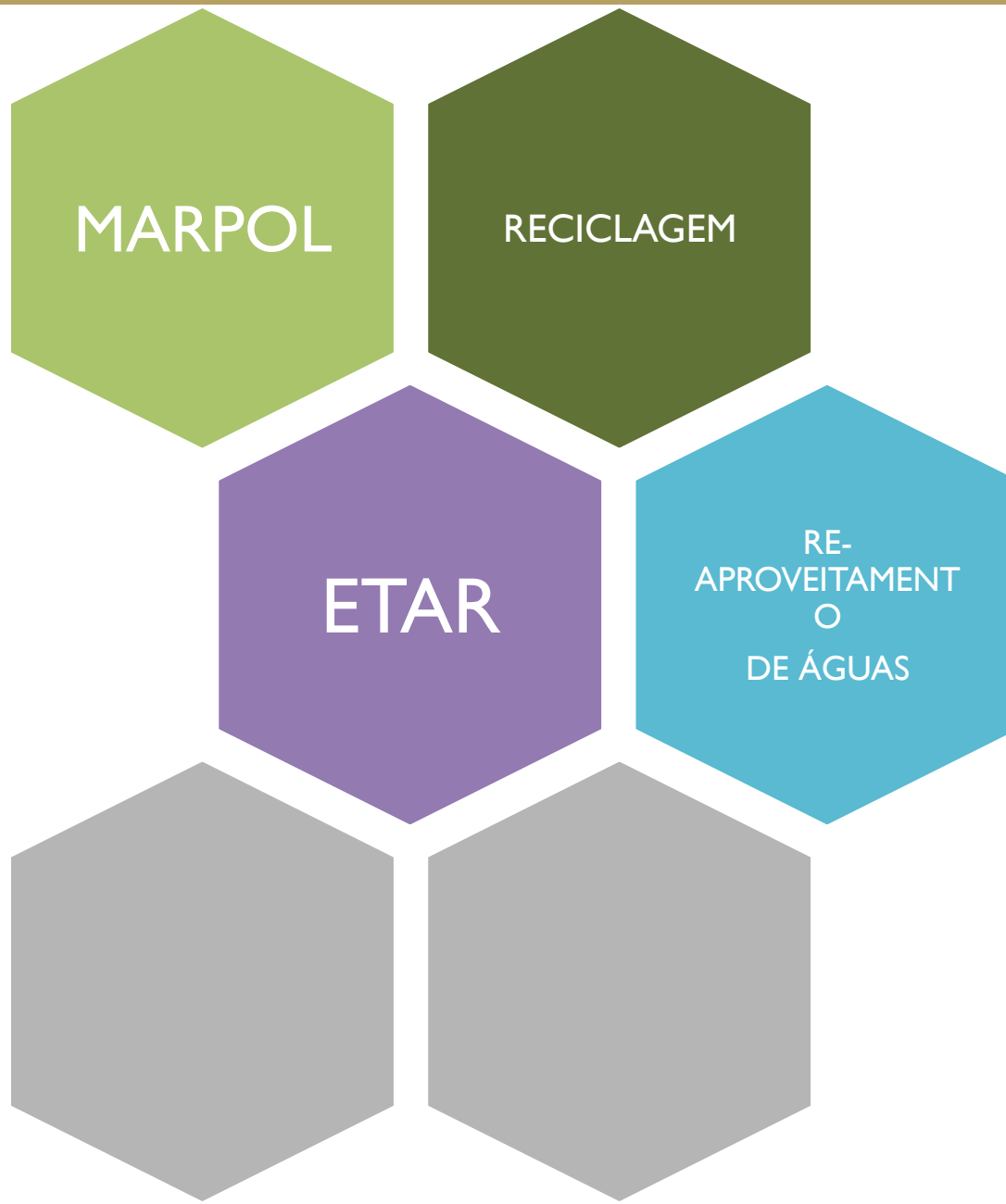
Optimizar a utilização dos recursos ambientais que constituem um elemento-chave no desenvolvimento do turismo, promovendo a manutenção dos processos ecológicos essenciais e ajudando a conservar o património natural e a biodiversidade.









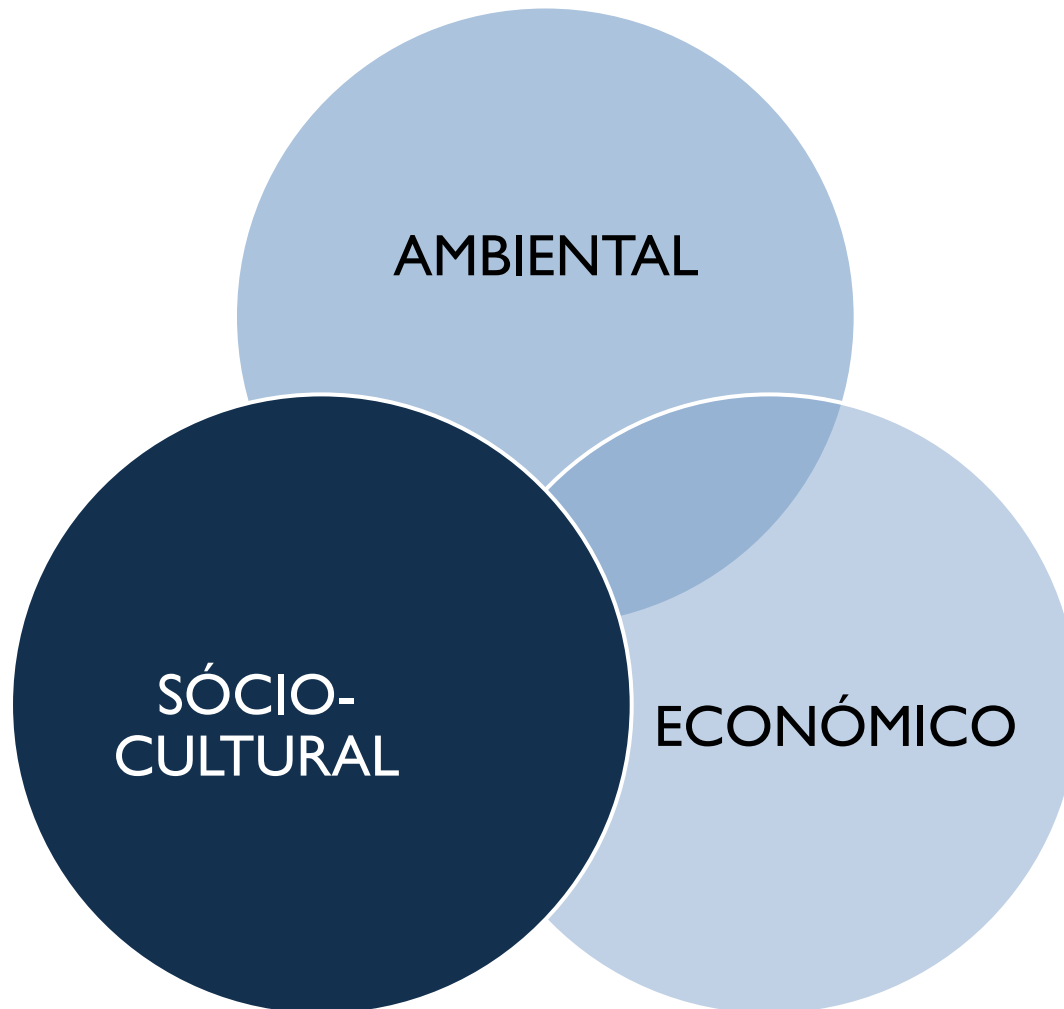








Respeitar a autenticidade sócio-cultural das comunidades locais, conservar o seu património cultural e valores tradicionais, e contribuir para a compreensão e tolerância inter-cultural.







Douro

PORTO

Porto's history dates back to the 4th century, to the Roman occupation of the Iberian Peninsula. Porto is Portugal's second largest city and was registered as a World Heritage Site by UNESCO in 1996. It is famous for its medieval historical centre as well as giving name to its well known export, Port Wine. You may visit the cellars in Vila Nova de Gaia and stroll through the Ribeira's narrow streets.



ALPENDURADA MONASTERY

The Alpendurada Monastery was founded during the 11th century. It has a unique medieval atmosphere and high historical and cultural value. Composed of a chapel, halls with Arab influences, arcades and stone walkways it is surrounded by a forest with abundant fauna.



THE PALACE OF MATEUS

Designed by architect Nicolau Nasoni and constructed in the 18th century, this is a master piece of the baroque style. Enjoy walking in the sculpted gardens or take your time to contemplate its façade, featured on the famous Mateus Roda Wine bottle.



SALAMANCA

This city was founded in the pre-Ancient Rome period and, in the 3rd century BC, experienced Hannibal's siege. The Old City was declared UNESCO World Heritage Site and is known for its numerous 18 lights and for being home to the fourth oldest western university. Visit this city and enjoy its great history and culture.



VILA NOVA DE GAIA

Those who sail through Douro cannot fail to visit the famous Port wine lodges in Vila Nova de Gaia. Here you can also get to know emblematic monuments such as the Serra do Pilar Monastery or the Monastery of Gaio.



LAMEGO

Its origin dates back to Roman times. It was reconquered from the Moors in 1027. Lamego takes a special place in History for its artistic heritage and natural beauty. Here one should visit the Nossa Senhora dos Remédios Sanctuary and its impressive staircase.



PINHÃO

This is a small 19th century city. It is located in the heart of the Douro Valley and is the Economical and Geographical Centre of the Port Wine Region. Visit the train station and its beautiful Portuguese Azulejos tiles depicting the region's local culture.



CASTELO RODRIGO

It is a territory whose settlement dates to the 1st stage of Prehistory. It is well known for the beautiful natural surroundings as well as its well preserved historical monuments. Walk along the streets and enjoy the charm of this medieval walled village's atmosphere.







O NOSSO MODELO DE TURISMO

PAISAGEM

ARQUITECTURA

CULTURA

GASTRONOMIA







A GAIOLA DOURADA



MENINOS DO RIO



CASA DA MÚSICA



SERRALVES







WELCOME
TOURIST AND BUSINESS CENTER





TRAFARIA PRAIA

PAVILHÃO DE PORTUGAL
NA BIENAL DE VENEZA 2013





ESCOLA FUTSAL "OS AFONSIINHOS"



DISTRIBUIÇÃO DE PRENDAS DE NATAL

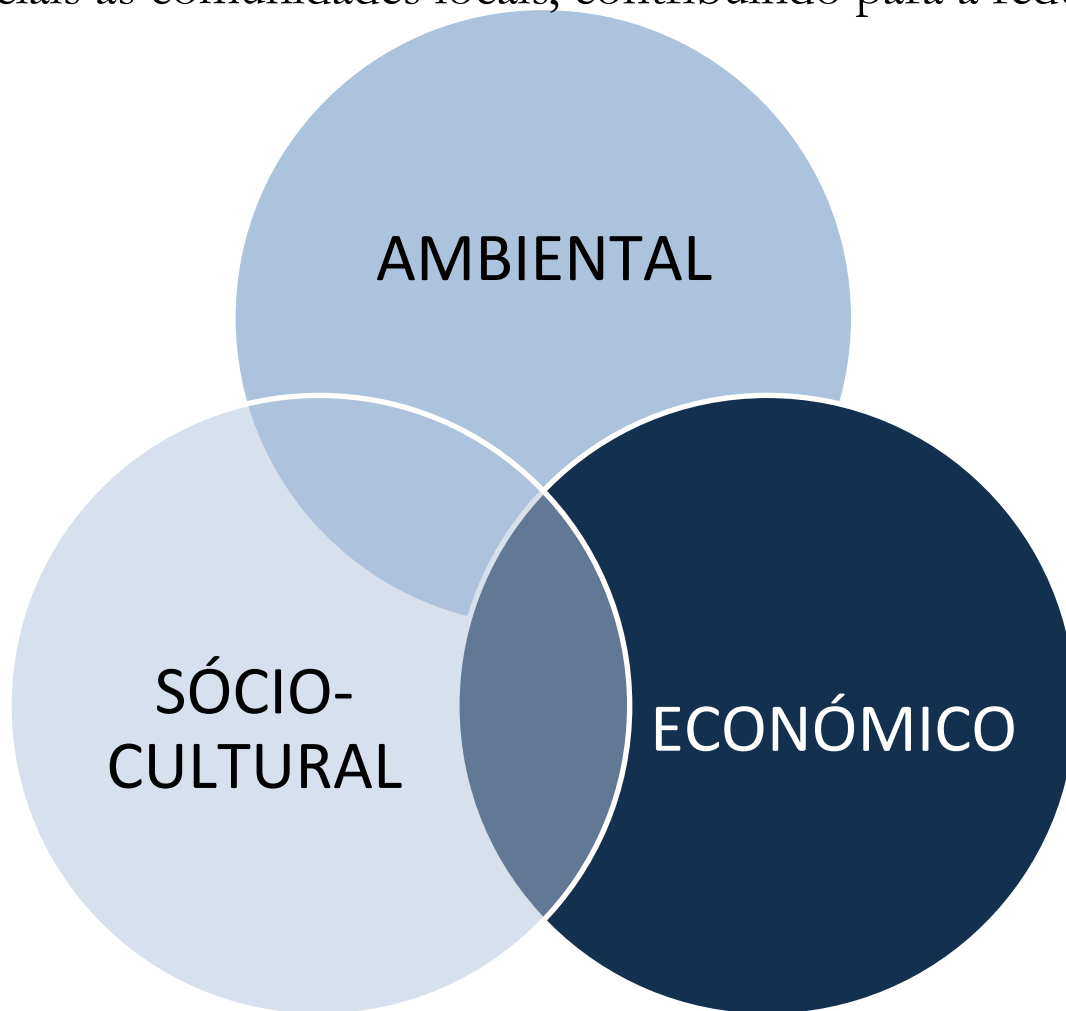
CASA RONALD MCDONALD PORTO



JANTAR DE NATAL MIRAGAIA



Assegurar operações económicas viáveis , a longo prazo, proporcionando benefícios sócio-económicos para todas as partes interessadas, distribuídos de forma justa, incluindo a criação de oportunidades de emprego estável, de criação de rendimentos e serviços sociais às comunidades locais, contribuindo para a redução da pobreza.



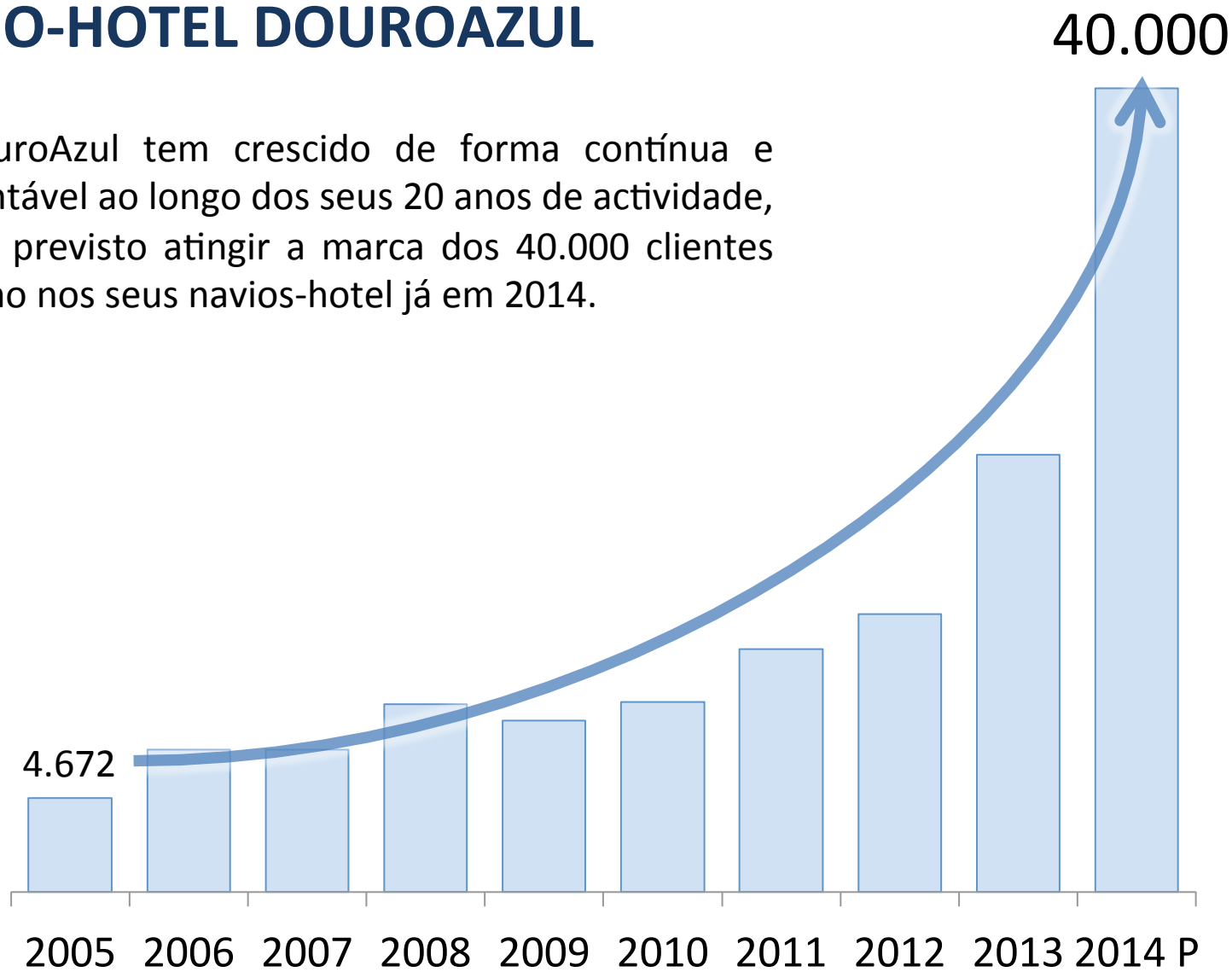
ECOSSISTEMA ECONÓMICO DOS CRUZEIROS NO DOURO



Cruzeiros
no
Douro

CRESCIMENTO DO NÚMERO DE PASSAGEIROS NAVIO-HOTEL DOUROAZUL

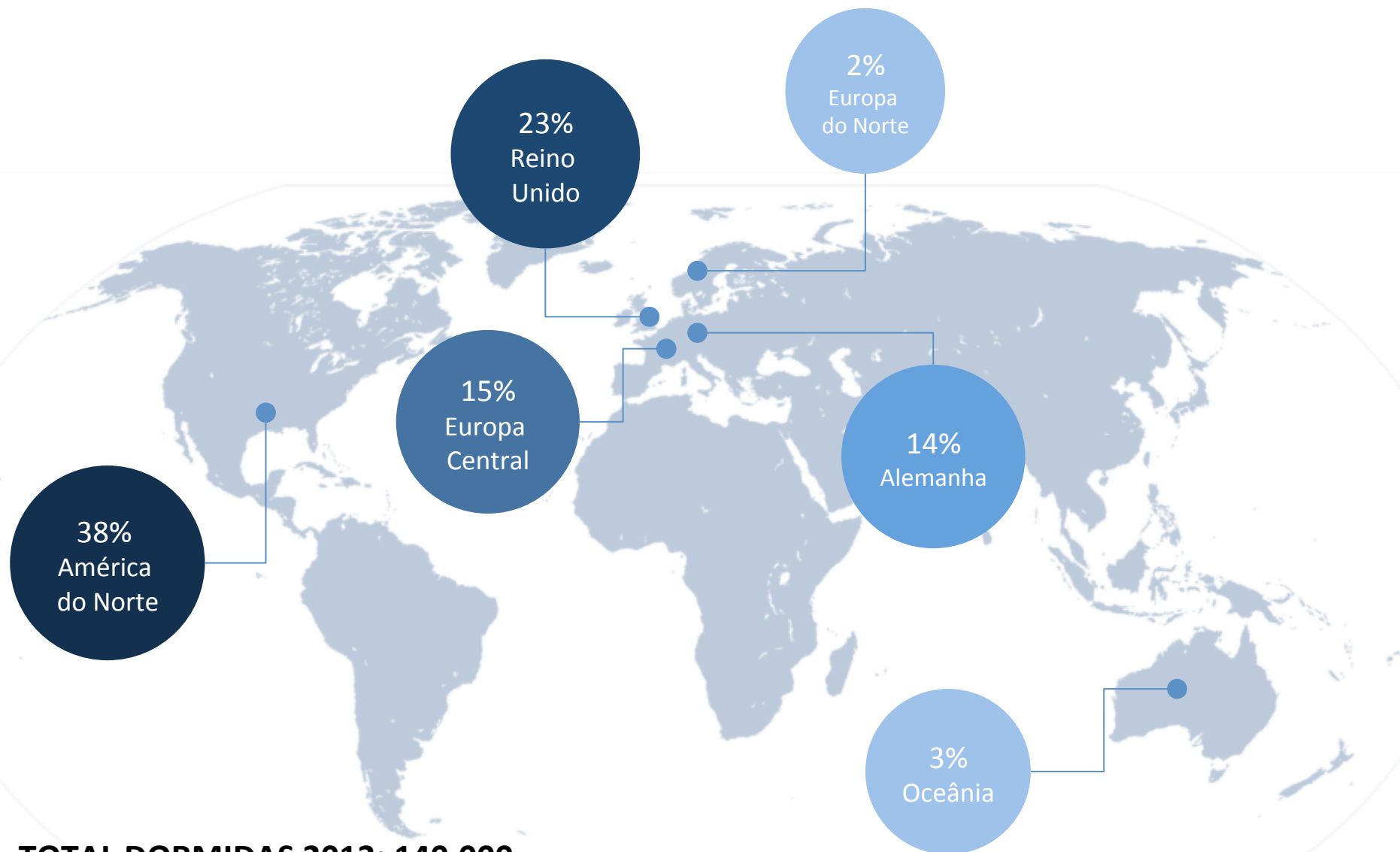
A DouroAzul tem crescido de forma contínua e sustentável ao longo dos seus 20 anos de actividade, tendo previsto atingir a marca dos 40.000 clientes por ano nos seus navios-hotel já em 2014.



PARCEIROS INTERNACIONAIS



ORIGENS DOS CLIENTES



TOTAL DORMIDAS 2013: 140.000

PERFIL DOS TURISTAS DE CRUZEIROS FLUVIAIS

Baby Boomers (+55 anos)

Maioria reformados

Elevado poder de compra

Educação superior

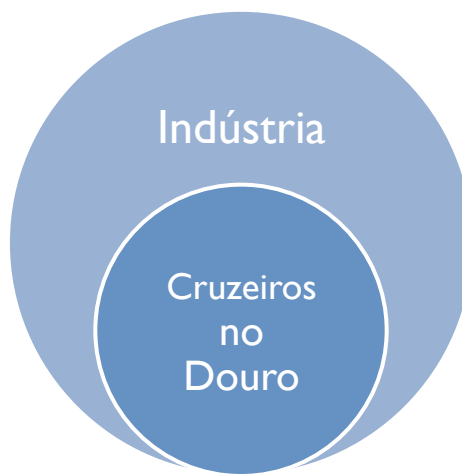
Turistas experientes e bem informados

Valorizam a cultura sobre o entretenimento

Preferem navios mais pequenos e íntimos



ECOSSISTEMA ECONÓMICO DOS CRUZEIROS NO DOURO





CONSTRUÇÃO NAVAL

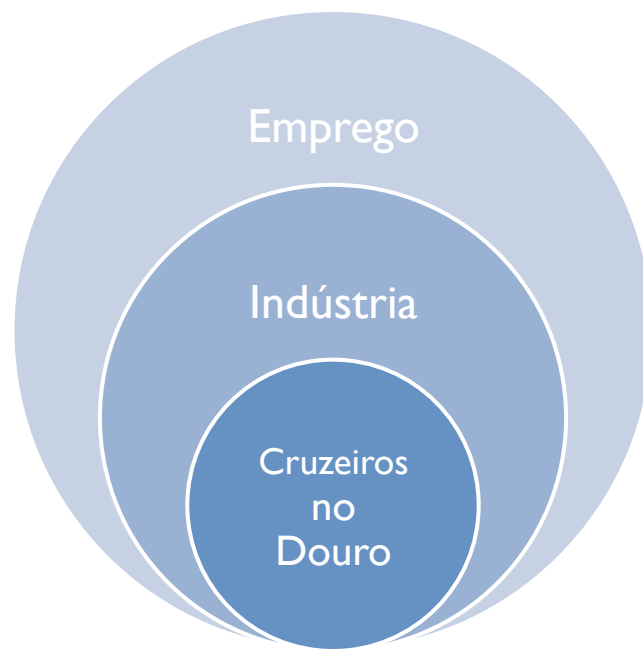
NAVIOS CONSTRUÍDOS EM PORTUGAL



DECORAÇÃO E MOBILIÁRIO



ECOSSISTEMA ECONÓMICO DOS CRUZEIROS NO DOURO

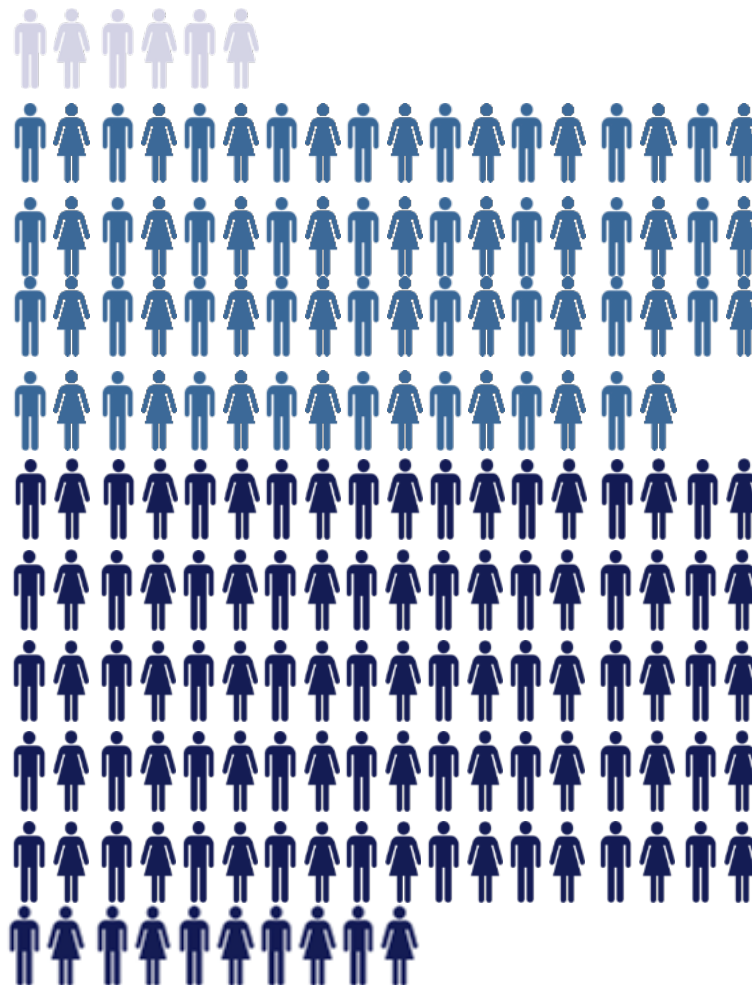


CRIAÇÃO DE EMPREGO

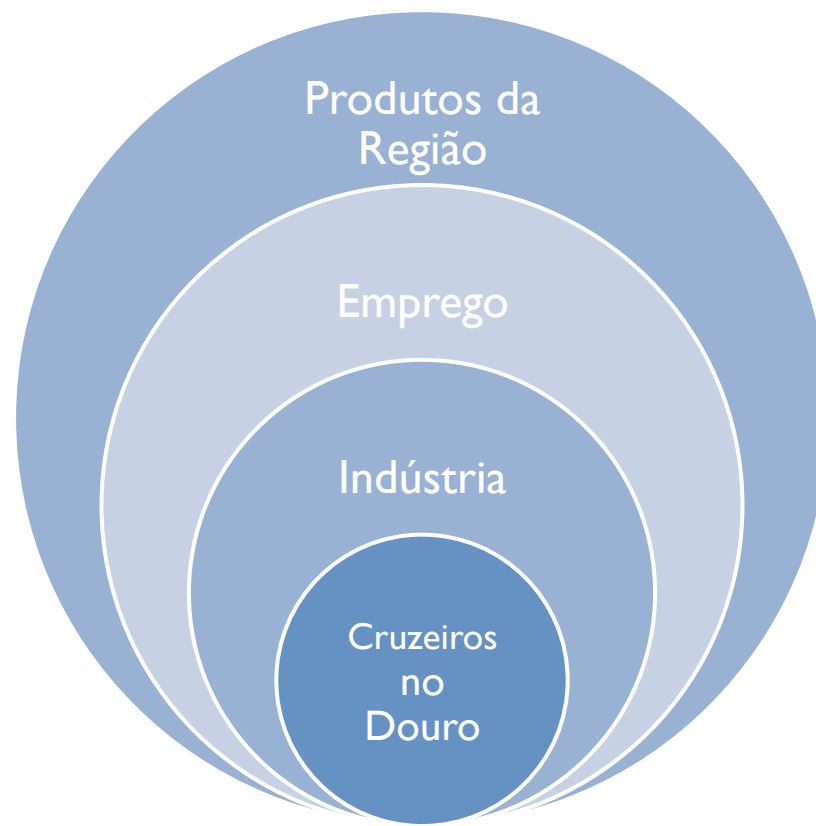
1994
N.º médio de
18 colaboradores

2012
N.º médio de
217 colaboradores,
tendo chegado a
ultrapassar os 266

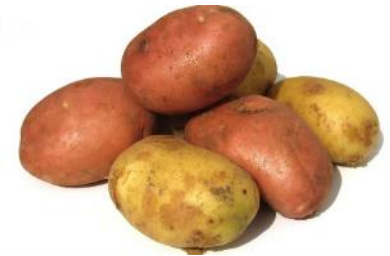
2013
N.º médio de 308
colaboradores, tendo
já atingido o máximo
dos 319



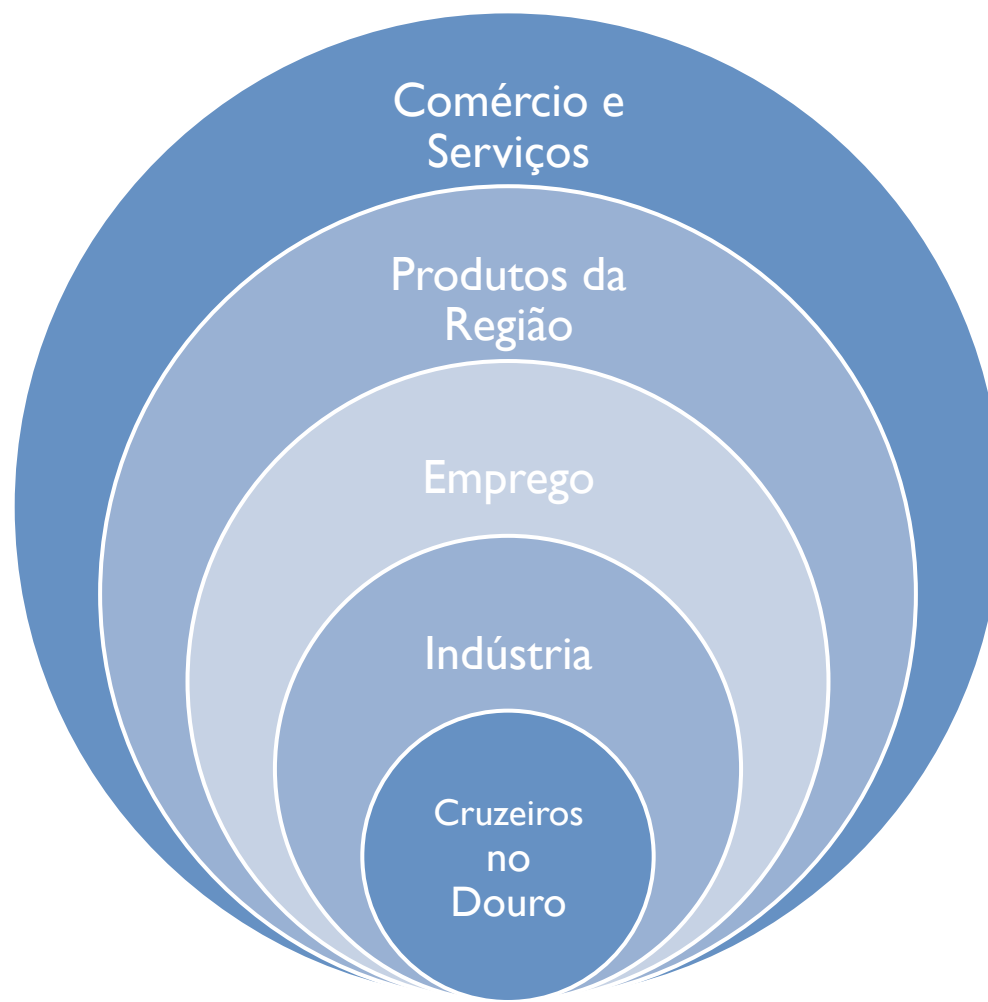
ECOSSISTEMA ECONÓMICO DOS CRUZEIROS NO DOURO



PRODUTOS DA REGIÃO



ECOSSISTEMA ECONÓMICO DOS CRUZEIROS NO DOURO

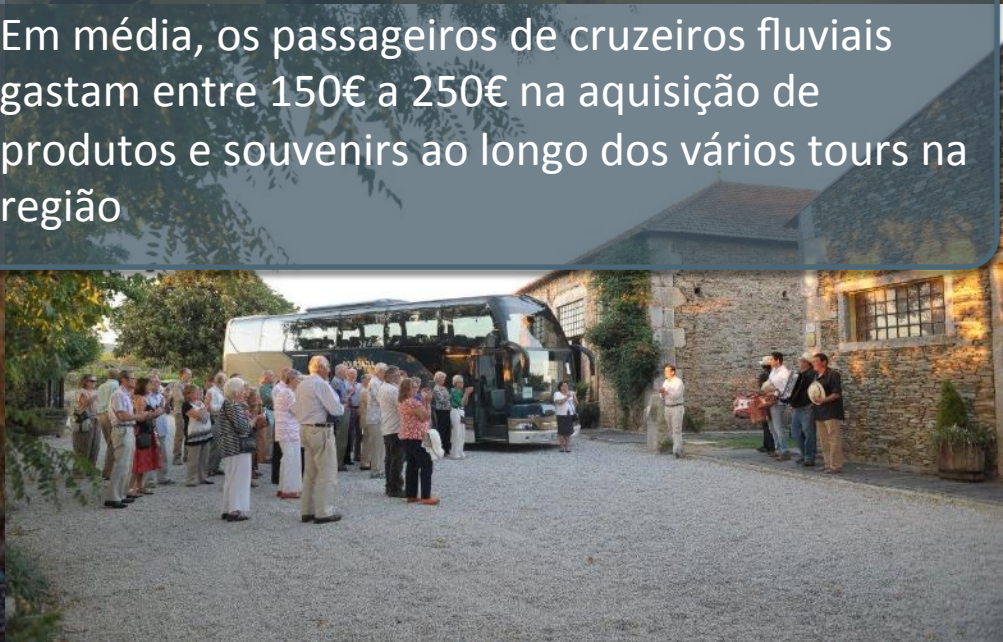


COMÉRCIO E SERVIÇOS

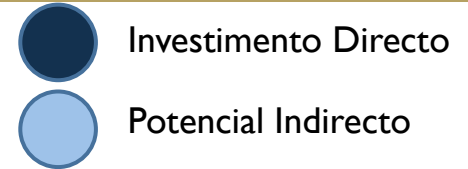




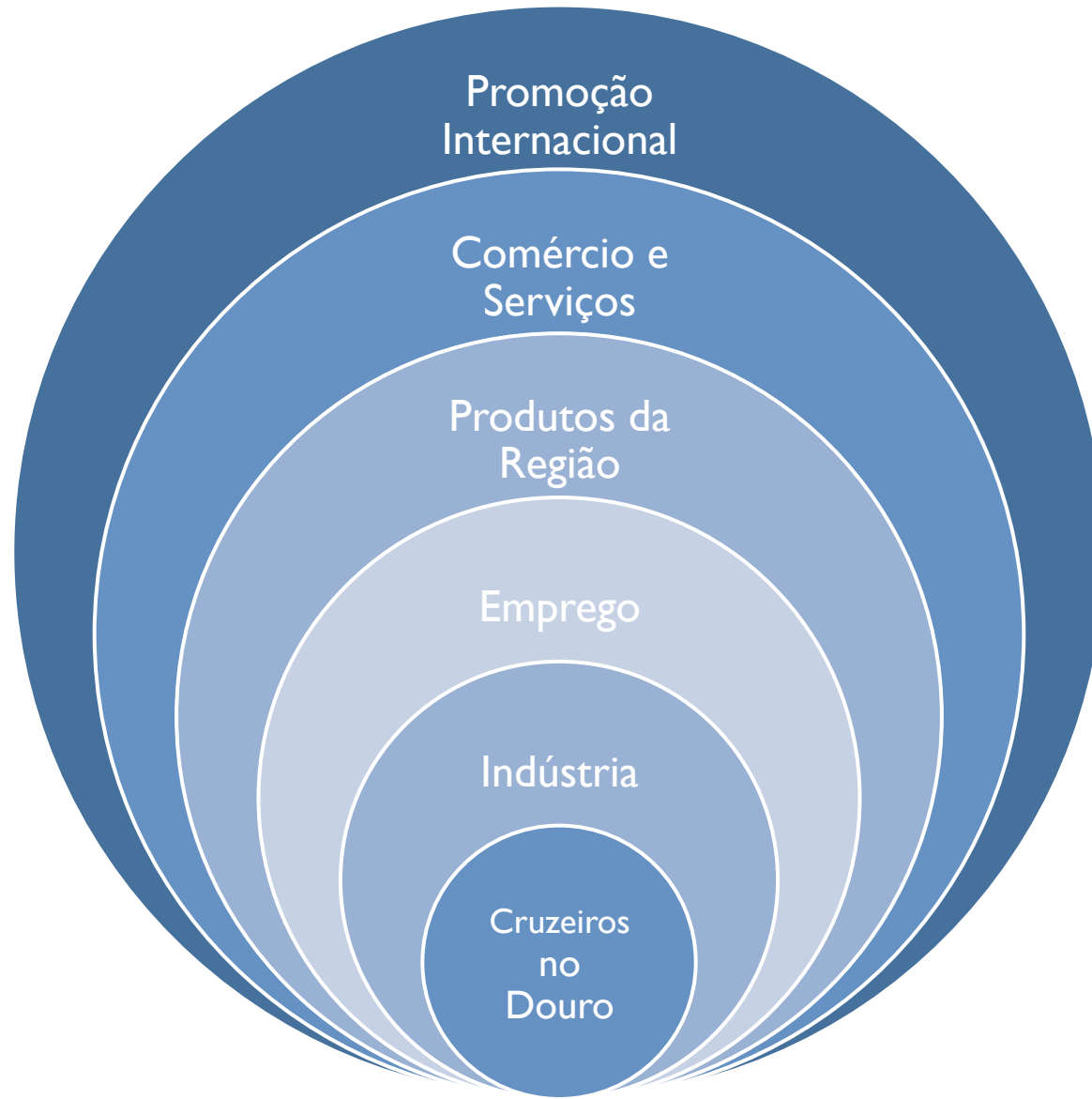
Em média, os passageiros de cruzeiros fluviais gastam entre 150€ a 250€ na aquisição de produtos e souvenirs ao longo dos vários tours na região



Em 2013
mais de 2.500.000€
de compras directas na região
pela Douroazul



ECOSSISTEMA ECONÓMICO DOS CRUZEIROS NO DOURO



IMPRESA INTERNACIONAL



The Ribeira district, a UNESCO World Heritage Site, is the historic center of Portugal's Douro River Valley wine region.

Douro River Valley, Portugal

The wine region of Portugal's Douro River Valley has been recognized by UNESCO as a World Heritage Site, and it's not hard to see why: The River Valley has lots of castles and monasteries and other historical sites to explore along the waterway.

...in history, the valley also has plenty of vineyards with some of the ... this region dates back 2,000 years—in fact, ... the Douro.)

Condé Nast Traveler TRUTH IN TRAVEL

THE INFORMER Cruise Special

Dream Cruise Itineraries for 2013

When it comes to holidays at sea (and on rivers), you're spoiled for choice. CAROLYN SPENCER BROWN wades through the ocean of options for sailings next year to find the best combination of ships and trips around the world

4. The Douro River Valley on Uniworld's Queen Isabel

THE DRAW: One of the newer parts of Europe to open up to river cruising, Portugal's Douro River is sleepier than the Rhine, the Rhône, or the Danube, but its historic towns and villages and vibrant wine and food culture are just as appealing.

THE SHIP: A spanking-new luxury river ship, the 128-passenger Queen Isabel has cabins with balconies, a small spa, a lounge, and entertainment that reflects this part of Portugal and Spain.



Porto's historic Ribeira district. Portugal's Douro River is the starting point for a host of new cruises through the Douro wine region.

PRIME PORTS: After a few days touring Lisbon, passengers board the ship in Porto and sail to Vega de Terrón, on the Spanish border, to visit the ancient city of Salamanca, then on to Guimarães, Portugal's first capital and a 2012 European Capital of Culture.

BEST FOR: Experienced European travelers looking for something new, primarily couples in the 50-plus age bracket, although Uniworld occasionally offers solo-friendly deals.

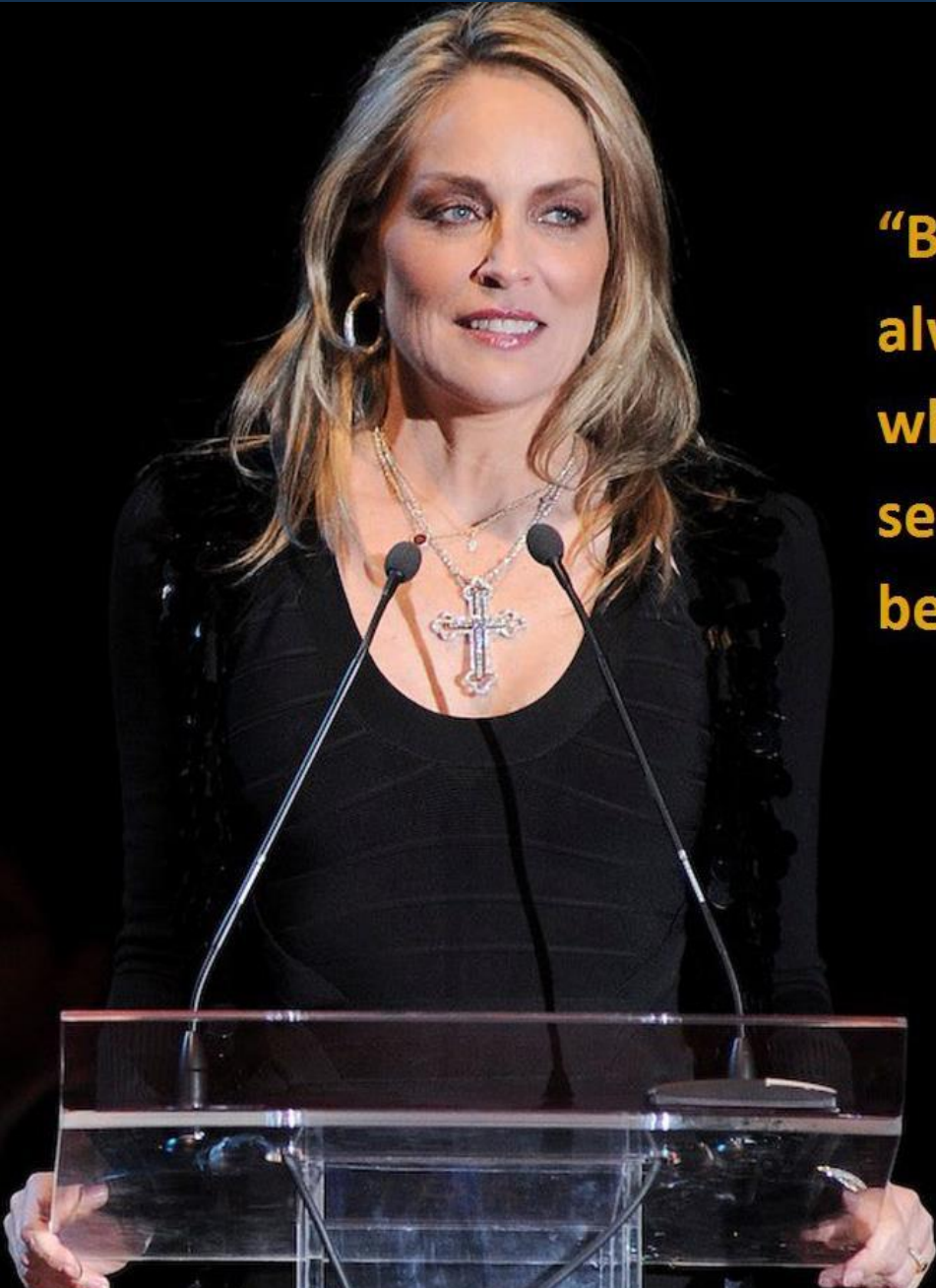
CAVEAT: If you're looking for a European river cruise chock-full of cathedrals and castles, the Douro may disappoint.

SET SAIL: A ten-night trip begins with a stay in Lisbon, March through November (800-733-7820; from \$3,299; uniworld.com).



20 ANOS DOUROAZUL





“Before now I thought that life is always more beautiful in a movie, when you come to Portugal you can see that life is actually more beautiful in Portugal...”

Sharon Stone



PILARES DA POLÍTICA DE SUSTENTABILIDADE DA DOUROAZUL

1. Respeitar o ambiente minimizando o impacto ecológico da sua actividade
2. Preservar e promover a cultura e as tradições da região
3. Contribuir para a dinamização económica e social da região

DOUR  **AZUL**

