

Major events in 2011

AGIR CLIENTE (CLIENT ACTION) PROJECT AND VALUE-BASED PRICING

In the scope of the Agir Cliente (Client Action) Project we have carried out an active Value-Based Pricing policy which consists of adjusting supply and prices to the benefits offered to consumers.

This project embodies the Group's growing interest in understanding the behaviour of different decision-making typologies to thereby optimize its value proposal.

INNOVATION IN MULTICONCEPT, THE NEW SPOON AND CLOCKS CONCEPTS

We continue to adjust Concepts to the segments in which we operate. This has led to the birth of innovative projects such as Spoon and Clocks, both at Portuguese airports, which mirror the Group's concern for quality in everything it does.