

Partner With Viabam: Reach More Travelers in Portugal

Join a curated marketplace that drives quality bookings to local tour operators across 15+ Portuguese destinations.

70+

Active Tours

15+

PT Destinations

35+

Cities Worldwide

Why Operators Choose Viabam

Viabam is not another aggregator that drowns your listing in a sea of thousands. We're a curated marketplace — every tour on our platform is handpicked, and we limit the number of operators per category to ensure quality travelers find quality experiences.

Our audience is primarily English-speaking international travelers looking for authentic, small-group experiences in Portugal. They're willing to pay for quality and they leave reviews — the kind of customers that build your reputation. Learn more at viabam.com.

How the Partnership Works

Viabam handles booking, payment processing (Stripe + PayPal), customer support, and marketing. You focus on delivering great experiences. We drive traffic through SEO, content marketing, and our network of travel guide sites across Portugal.

Commission-based model with no upfront fees. Easy cancellation policy (24h) builds traveler trust and reduces no-shows. Automated availability sync keeps your calendar accurate. Personal support from our Porto-based team.

What You Get as a Viabam Partner

✓ **Qualified Traffic**

Our SEO-driven content sites (porto.travel, lisboando.com) send travelers already researching your destination.

✓ **Curated Positioning**

Your tour isn't buried under 10,000 listings. We keep the catalog focused so quality stands out.

✓ **English-Speaking Audience**

100% English platform attracts international travelers with higher booking intent.

✓ **Zero Upfront Cost**

Commission-only model. You pay nothing until a booking is confirmed.

✓ **Automated Operations**

Booking confirmations, payment processing, and customer comms handled by Viabam.

✓ **Review Ecosystem**

Traveler reviews build social proof and improve your ranking within the platform.

✓ **Multi-Channel Distribution**

Your tours appear across Viabam, porto.travel, and our partner network.

DESTINATIONS COVERED

Destination	Highlights	Tour Types
Porto	Old Town, Ribeira, D. Luís Bridge, Wine Cellars	Free tours, food, Fado, tuk-tuk, night, pub crawl
Lisbon	Alfama, Belém, Bairro Alto, Downtown	Free tours, food, Fado, walking tours
Douro Valley	UNESCO vineyards, Pinhão, Rabelo boats	Full-day wine tours, river cruises, lunch
Sintra	Pena Palace, romantic gardens, hilltop estates	Full-day from Lisbon, small group, entrance incl.
Algarve	Benagil cave, coastline, grottoes, dolphins	Boat tours, coastal adventures
Fátima	Sanctuary of Our Lady of Fátima	Full-day from Porto or Lisbon, pilgrimage tours
Braga	Roman heritage, Bom Jesus Sanctuary	Full-day cultural tours with lunch & wine
Guimarães	UNESCO Old Town, birthplace of Portugal	Combined with Braga, full-day from Porto
Coimbra	One of Europe's oldest universities (UNESCO)	Full-day from Porto, combined with Fátima
Aveiro & Costa Nova	Canals, Moliceiro boats, striped houses	Half-day from Porto with boat cruise
Cascais & Estoril	Atlantic coast, glamorous resort towns	Combined with Sintra from Lisbon
Évora	Alentejo capital, millenary Roman history	Free tours, cultural walks
Nazaré & Óbidos	Giant waves, medieval walled village	Full-day from Lisbon, Atlantic coast route
Vila Nova de Gaia	Port wine cellars, Douro riverfront views	Free tours, wine cellar visits
Santiago de Compostela	Cathedral, St. James Way, Valença do Minho	Full-day from Porto, cross-border

Top-Performing Tour Categories

1. Wine & Douro Valley Tours

Consistently the highest-demand category. Full-day tours with winery visits lead bookings.

2. Free Walking Tours

13+ across Portugal. Massive volume driver — converts to paid bookings at high rates.

3. Fado & Cultural Experiences

Growing fast. Intimate venues outperform large-group shows in reviews and repeat bookings.

4. Day Trips from Porto & Lisbon

Sintra, Fátima, Braga/Guimarães, Aveiro — packaged all-inclusive tours are top sellers.

5. Food & Gastronomy Tours

Porto food tours and Lisbon petiscos experiences. High margins, excellent review scores.

Viabam vs. Global Aggregators

Feature	Viabam	Global Platforms
Portugal-specific curation	Yes — every tour handpicked	No — algorithm-driven
Small-group focus	Yes — max 8 people typical	Varies widely
Free tour options	13+ across Portugal	Limited or absent
Local team vetting quality	Yes — based in Portugal	No — remote moderation
Cultural depth (Fado, food, wine)	Core to the catalog	Listed among thousands
Transparent pricing	Yes — no hidden fees	Often inconsistent
English-first experience	100% of tours in English	Mixed language listings

Ready to explore Portugal the right way?

viabam.com

Book your bam! — Curated tours across Portugal, from Porto to the Algarve.

About Viabam — Viabam is a curated tour marketplace founded in 2018 and headquartered in Porto, Portugal. The platform connects travelers with handpicked local tour operators across 35+ destinations worldwide, with 15+ destinations and 70+ tours in Portugal alone. Viabam offers easy booking, easy cancellation, no hidden fees, and personal customer support.

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