

## National Tourism Authority Turismo de Portugal, I.P.

Reporting to the Ministry of Economy and Innovation, Turismo de Portugal, I.P. is the National Tourism Authority. It is responsible for the promotion, valorisation and sustainability of tourism activities. Our mission is to:

- Enhance and develop the tourism infrastructures
- Develop training opportunities
- Support investment in the sector
- Coordinate the promotion of Portugal as a tourism destination – both internally and externally
- Regulate and inspect gambling activities

Rua Ivone Silva, Lote 6 \_ 1050-124 Lisboa | Portugal  
T. +351 211 140 200  
F. +351 211 140 830

[www.visitportugal.com](http://www.visitportugal.com) | [info@turismodeportugal.pt](mailto:info@turismodeportugal.pt)

## National Tourism Authority

- Define the national tourism strategy
- Contribute towards development of the sector
- Foster and enhance tourism activity

## Regional Organisation

### Regional Tourism Bodies in the Portuguese mainland

- Contribute to the objectives of national tourism policy
- Ensure the development and valorisation of tourism resources
- Monitor tourism offer

### Tourism Regional Directorates in the archipelagos of Azores and Madeira

- Contribute to definition and execution of regional tourism policy
- Foster development and preservation of tourism resources
- Ensure co-operation and representation of the Region

## International Promotion

### Regional Tourism Promotion Agencies

### Tourism Promotion Teams abroad

- Consolidate international promotion
- Reinforce the strategic umbrella approach
- Enhance operational efficiency

# Tourism in Portugal

