



Laboratórios Estratégicos de Turismo (LET)

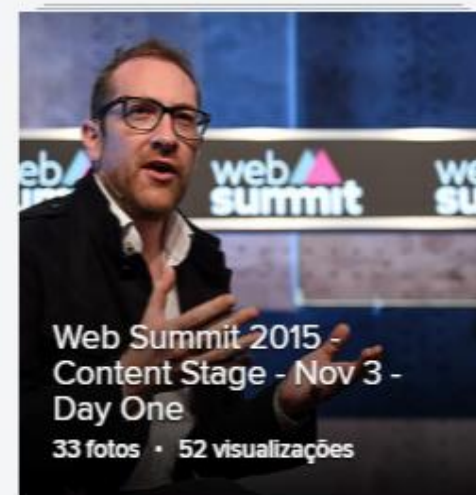
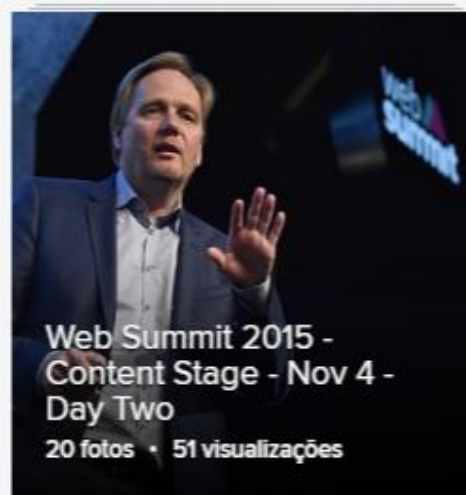
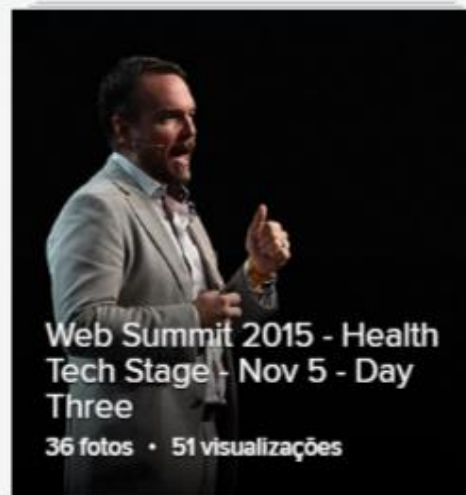
Meetings Industry: Tendências e Potencial de Portugal

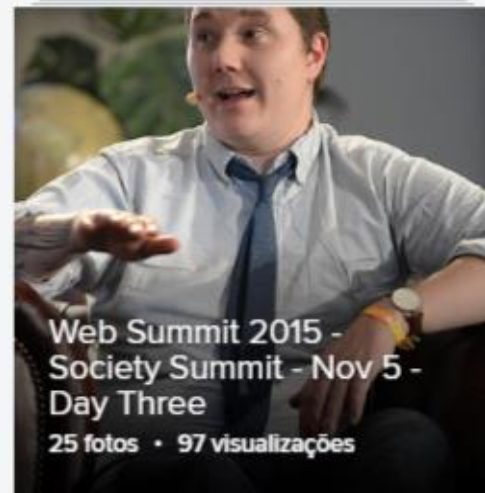
Porto, 13 de outubro de 2016

Um olhar sobre 3 realidades













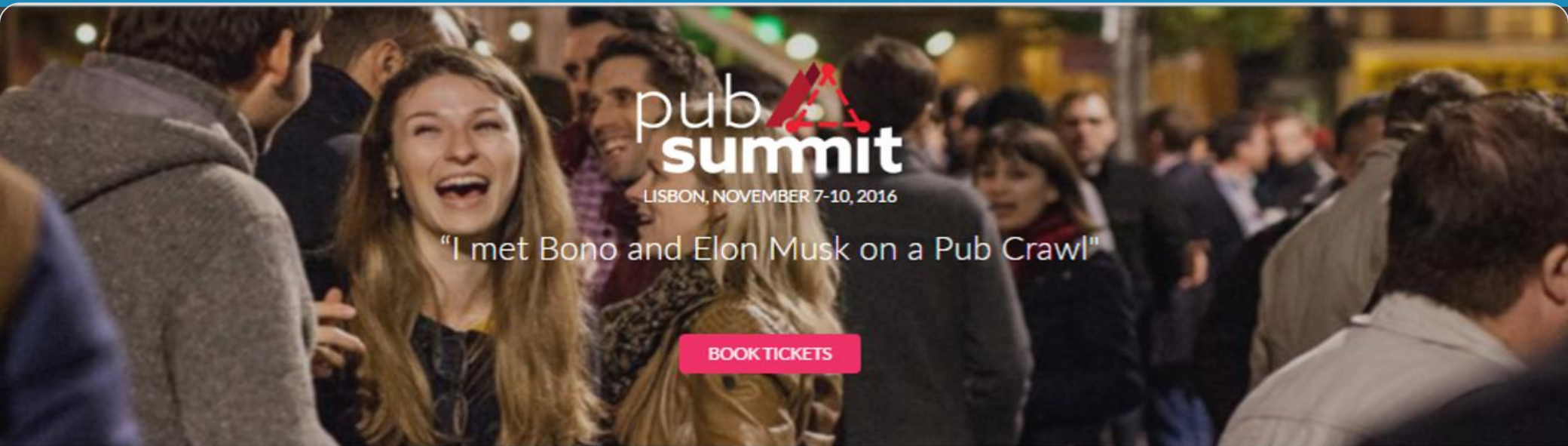




 Nasdaq

 web





pub summit

LISBON, NOVEMBER 7-10, 2016

"I met Bono and Elon Musk on a Pub Crawl"

[BOOK TICKETS](#)

What is Pub Summit?

Bono, Elon Musk and the Game of Thrones' King Joffrey along with thousands more have all been on our Pub Crawls. They've become an annual ritual at Web Summit for thousands of our attendees.

You really never know who you'll meet on the streets and in the bars. Uber raised a famous round of funding in a pub at Web Summit.

So will you be joining thousands of attendees by night on the streets of Lisbon? Of course you will!

In five years, Web Summit has grown from 400 attendees to over 42,000 from more than 134 countries. It's been called "the best technology conference on the planet".

But we just think it's different. And that difference works for our attendees, ranging from Fortune 500 companies to the world's most exciting startups.





LISBON, NOVEMBER 7-10, 2016

"Europe's Largest Technology Marketplace"

Prices increase in 4 Days and 1 Hour, 45 Minutes, 25 Seconds

[MEET OUR ATTENDEES](#)

Attendees
50,000+

CEOs
7,000+

Senior Management
65%

Companies
15,000+

Countries
150+



Information

Support
Jobs
Events
Levels
Speakers
Volunteers
Discover Lisbon
Frequently Asked Questions
Media
Partnership Enquiries
Sponsors and Guest
Sponsors
Event Partners
Volunteers 2017

21 Conferences

AutoTech
Aribinate
ContentMakers
creatiff
Enterprise X
FullISTK
FutureSocieties
HealthConf
Marketing X
Signal
Modum
MoneyConf
MusicNotes
Night Summit
Pub Summit
SaaS Monster
Talk Robot
The Forum
SportsTrade
Startup University
Surf Summit

Our Network

Global Road Trip
Collision - New Orleans
RISE - Hong Kong
MoneyConf - Madrid
SURGE - Bengaluru

Startups

ALPHA Programme
PITCH
Featured Startups

Social



13 tickets booked in the last

Last booking was from Australia
[View Attendees](#)

Energia Douro



- O “Concerto Energia Douro” foi o grande vencedor desta edição dos EuBea, reunindo seis distinções: primeiro prémio como Best Celebration/Festivity Event, prémio especial como Best Integrated Event, primeiro prémio como Musical Event, segundo prémio como Best European Award e, ainda, o segundo prémio como Best Public Event.

A world map in shades of gray serves as the background. A large, dark blue magnifying glass is positioned over the word 'Atores', which is written in white. The magnifying glass's handle extends towards the bottom right. Surrounding the magnifying glass and the word are numerous small, light blue icons representing various concepts such as technology, business, travel, and nature.

Atores

“Successful Partnerships are key”

Jan Tonkin, IAPCO President



“Successful Partnerships are key”

Jan Tonkin, IAPCO President

Formar melhor
as equipas

Reinventar o
negócio



Trazer
criatividade

Alargar o
portfólio de
serviços

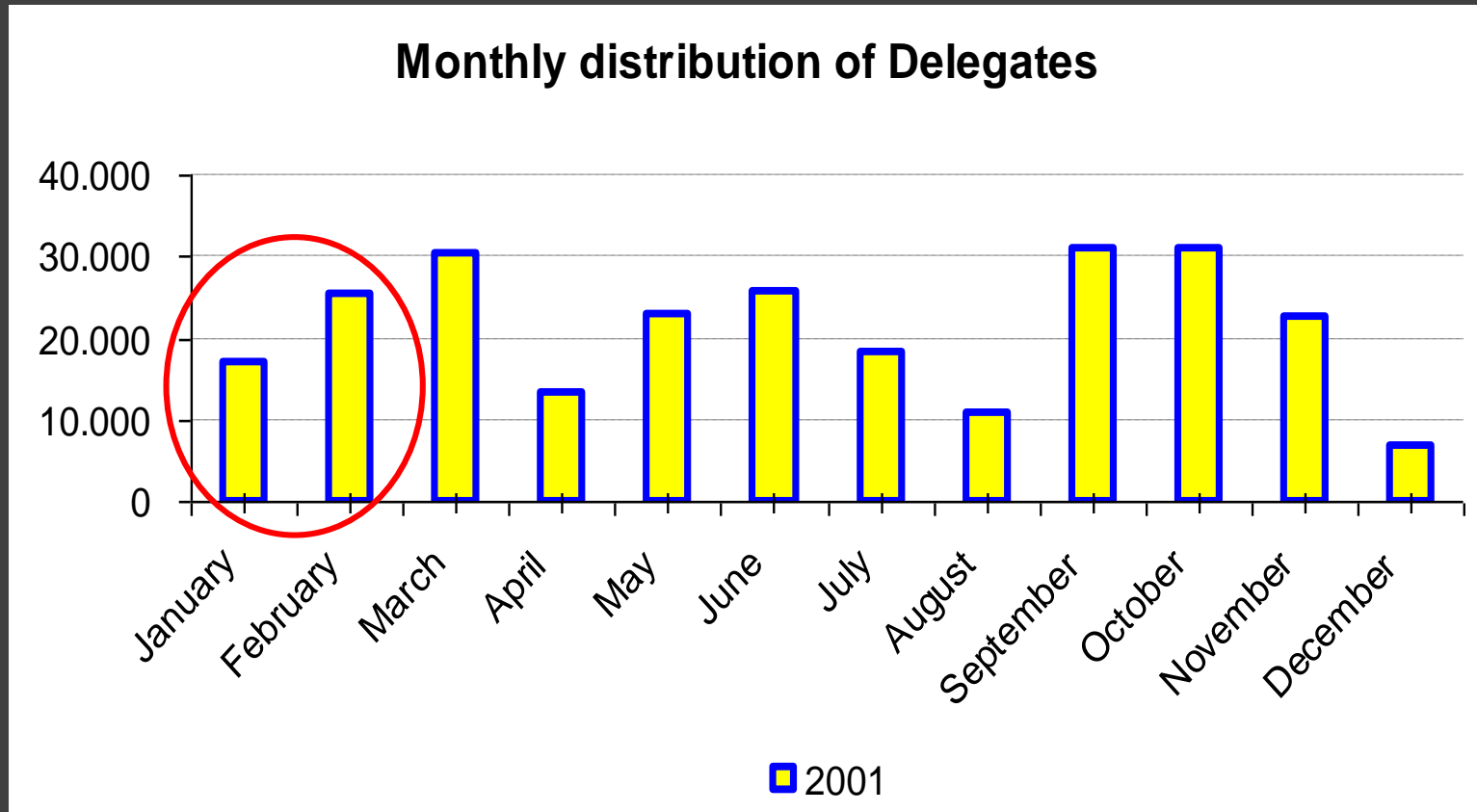
ECB Forum on Central Banking



Um ACE com serviços 360°

New and alternative target markets

Airy Garrigosa, Director, Barcelona Convention Bureau



New and alternative target markets

Airy Garrigosa, Director, Barcelona Convention Bureau

ATTENDEES



94,241

ATTENDEES



5,000

CEOs PARTICIPATED

57%
**SENIOR-LEVEL
ATTENDEES**

Conference Attendee Breakdown



C-Level/
Owner



Vice
President



Director



Manager



Consultant



Other

A realidade dos números

Despesa média por participante	
Pagamento único:	
Transporte	426,47 €
Inscrição no congresso	321,68 €
Pagamento por noite:	
(para uma estadia média de 3,9 dias estima-se uma média de 2,9 noites)	
Alojamento	122,98 €
Pagamento por dia:	
(para uma estadia média de 3,9 dias)	
Alimentação	56,96 €
Deslocações	46,33 €
Outros	46,15 €
TOTAL	1.687,56 €
Estadia média por participante	
	3,9 dias

1.687.56€

Average expenditure per delegate per meeting 2.352€
Average expenditures per delegate per day 674€

Fonte:
International Congress and Convention Association 2014

A realidade dos números



$$\begin{aligned} &1.687.56\text{€} \\ &\times 30.000 = \\ &\mathbf{50.626.800\text{€}} \end{aligned}$$

A realidade dos números

453	ESTAMO	65.507.682	227.670
454	HUAWEI TECH.PORTUGAL	65.488.684	1.291.668
455	E. S. T.	65.475.557	305.815
456	GAMETAL	65.474.117	337.095
457	PETRATEX	65.191.161	3.002.473
458	GEFCO (PORTUGAL)	65.132.258	879.717
459	LUSOPONTE	64.820.155	14.333.322
460	ITALAGRO	64.678.049	377.033
461	MSFT	64.676.177	1.902.196
462	AVIBOM	64.278.997	335.837
463	C.M.P.	64.061.996	-8.838.986
464	SPCG	63.964.113	-128.641
465	I.C.M.	63.705.326	-526.857
466	FLORÊNCIO AUGUSTO CHAGAS	63.479.610	-751.464
467	PRONICOL	63.387.546	386.451
468	HEMPEL (PORTUGAL)	63.270.967	2.699.651
469	CAIMA	62.963.583	-373.669
470	QUINTA AND VINEYARD BOTTLERS	62.893.564	6.761.271
471	KELLY SERVICES	62.760.263	482.415
472	BROSE	62.719.313	756.327
473	RECKITT BENCKISER (PORTUGAL)	62.655.316	3.938.211
474	TECNIMEDE	62.625.932	1.326.399
475	PT CENTRO CORPORATIVO	62.456.954	922.065
476	M.CUNHA & COMPANHIA	62.306.661	673.607
477	FUJITSU TECHNOLOGY SOLUTIONS	62.226.596	-1.353.873
478	GESTAMP CERVEIRA	62.024.693	-3.609.109
479	SUINICOMÉRCIO	61.995.906	536.776
480	DAI	61.744.432	-2.464.835
481	AGRUPALTO	61.737.146	1.818
482	JERÓNIMO MARTINS	61.488.543	3.179.153
483	CHARON	61.099.598	261.678
484	BARRAQUEIRO TRANSPORTES	61.053.692	437.785
485	LOURINHO	60.845.368	50.127
486	PORTWAY	60.601.165	5.583.638
487	ZUCOTEC	60.533.640	2.330.268
488	A. RODRIGUES CORREIA LOPES	60.418.986	300.120
489	F.H.C.	60.397.046	6.564.419
490	VILA GALÉ	60.283.910	6.953.552
491	RENAULT RETAIL GROUP CHELAS	60.240.995	-147.683
492	PENTAPLAST	60.231.964	3.312.372
493	LOGOPLASTE PORTUGAL	60.221.379	1.768.732
494	RANDSTAD II	60.180.805	623.038
495	MODELO	60.135.729	-642.569
496	RIA BLADES	60.041.572	1.442.894
497	HOSPITAL DE SANTO ESPÍRITO DE ANGRA DO HEROÍSMO	60.017.412	-2.701.661
498	VALORSUL	59.875.845	6.410.561
499	CLOVER PORTUGAL	59.799.909	5.733.045
500	TEMPUS DISTRIBUIÇÃO	59.720.112	4.241.610

Fonte: Revista Exame 500 Maiores e Melhores

A realidade dos números

Número de congressos

City	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	Totals
Lisbon	87	81	105	112	118	116	121	113	129	109	1,091
Coimbra	12	5	6	7	4	7	10	11	9	6	77
Braga	2	5	4	4	5	9	6	7	1	6	49
Porto	20	25	35	37	33	40	43	45	49	57	384
Aveiro	2	3	2	3	2	4	5	8	6	8	43
Totals	123	119	152	163	162	176	185	184	194	186	1,644

Número de participantes

City	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	Totals
Lisbon	43,893	32,252	44,504	42,667	44,350	45,864	70,385	48,192	64,166	40,532	476,805
Coimbra	1,943	643	2,654	1,165	622	1,122	2,493	2,153	2,091	1,660	16,546
Braga	178	1,338	1,495	575	2,726	2,615	1,031	1,250	50	1,428	12,686
Porto	6,286	4,843	15,441	12,948	9,667	15,451	12,517	13,130	12,553	15,017	117,853
Aveiro	558	743	542	597	366	782	1,115	1,957	1,133	1,145	8,938
Totals	52,858	39,819	64,636	57,952	57,731	65,834	87,541	66,682	79,993	59,782	632,828

A realidade dos números

Número de congressos

City	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	Totals
Vienna	136	146	171	132	169	179	194	199	186	202	1,714
Copenhagen	78	82	89	98	113	111	106	157	113	105	1,052
Lisbon	87	81	105	112	118	116	121	113	129	109	1,091
Barcelona	123	95	114	154	146	183	182	180	176	182	1,535
Prague	87	107	103	120	110	123	120	126	139	118	1,153
Totals	511	511	582	616	656	712	723	775	743	716	6,545

Número de participantes

City	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	Totals
Vienna	70,163	71,783	122,484	57,101	118,396	88,805	91,647	133,520	99,251	81,902	935,052
Copenhagen	61,034	57,684	32,256	51,664	65,950	44,616	46,711	85,865	50,967	57,551	554,298
Lisbon	43,893	32,252	44,504	42,667	44,350	45,864	70,385	48,192	64,166	40,532	476,805
Barcelona	46,871	80,208	97,160	107,832	105,550	140,842	60,859	89,826	124,720	127,469	981,337
Prague	45,952	61,322	45,675	44,366	41,925	48,709	55,440	58,475	55,957	46,921	504,742
Totals	267,913	303,249	342,079	303,630	376,171	368,836	325,042	415,878	395,061	354,375	3,452,234

Quando e para onde vamos?

1909

1909 - San Francisco Convention & Visitors Bureau

1989

É criado o 1º CVB em Portugal

1998

Expo 98

2027

Onde vamos estar

O potencial dos destinos MI



Ourique



Algarve



Lisboa



Cascais



Coimbra



Porto

Notáveis



Anália Torres



Luis Gardete
Correia



Paulo Rita



Carlos Robalo
Cordeiro



Rui Nogueira



Manuel Sobrinho
Simões



José Fragata



Ana Tavares



Armando
Pombeiro



Constantino
Sakellarides



Carlos Brazão



Isabel Tavares de
Almeida

PROGRAMA M&I Portugal

“Este programa é uma ferramenta essencial para o desenvolvimento de actividades capazes de gerar atractividade nos destinos, contrariar a sazonalidade turística e atenuar assimetrias regionais, que são prioridades deste Governo”.

“O Programa M&I Portugal vai ser objecto de monitorização durante todo o período de vigência, tendo em vista otimizar a sua execução.”



Ana Mendes Godinho

Secretária de Estado do Turismo



Na Leading temos ideias para colocar
qualquer destino a trabalhar...
...na Meetings Industry

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Grato pela vossa atenção