

ESTRATÉGIA TURISMO 2027^{PORTUGAL}

**International Focus Group
English market**

TURISMO DE PORTUGAL, I.P.

London, 12 to 14 July 2016



- 1. Tourism Strategy 27: What is it?**
- 2. What challenges?**
- 3. Priority guidelines**
- 4. Development process – Focus Group**
- 5. Subjects for debate**



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TOURISM STRATEGY FOR 2027

- Strategic framework for tourism in Portugal for the next decade
- Participation process, expanded by diverse contributions, including players from the main markets
- Based on a long term vision, combined with a short term plan, allowing a more purposeful strategy based on the European Community framework support 2021-2027

A photograph of a person standing on a wooden walkway overlooking a scenic mountain landscape with a lake and forest. The person is wearing a hat and dark clothing. The walkway is made of wooden logs and has a railing. The background shows a large lake, green mountains, and a clear blue sky. The photo is partially obscured by a white diagonal shape.

What is it?

Which
challenges?

**10 CHALLENGES FOR
A 10 YEARS STRATEGY**

1.

PEOPLE

Promote employment,
qualifications and investment
in people and boost income of
tourism professionals



2.

COHESION

Reduce regional disparities



3.

INCREASE TOURISM RECEIPTS

Increase tourism receipts above
competition



4.

SEASONALITY

Reduce seasonality



5.

ACCESSIBILITY

Strengthen accessibility to Portugal
and improve mobility within the
country



6.

DEMAND

Based on a deep knowledge of the markets, public and private sectors adopt strategies to changes in demand



7.

INOVATION

Encourage and stimulate innovation
and entrepreneurship



8.

SUSTAINABILITY

Uphold the financial value and safeguard the cultural and natural heritage



9.

SIMPLIFICATION OF LEGISLATION

Simplify legislation and expedite
administration



10.

INVESTMENT

Guarantee financial resources and ensure adequate implementation – EU funding and other finance



**10 Strategic
assets**

**10 ASSETS FOR A
10 YEARS STRATEGY**



Focus on strategic assets

DIFERENTIATING ASSETS

1. Climate and light
2. History and culture
3. Sea
4. Nature and Biodiversity
5. Water

QUALIFYING ASSETS

6. Gastronomy and Wines
7. Artistic-cultural, sports and business events

EMERGING ASSETS

8. Well-Being
9. *Living* – Living in Portugal

UNIQUE
TRANSVERSAL
ASSET

10. People

STRATEGIC PRIORITIES

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ADD VALUE
TO THE OFFER

BOOST THE
ECONOMY

ENHANCE
KNOWLEDGE

IMPROVE
CONNECTIVITY

CREATE
AWARENESS

THE PEOPLE

At the heart of the tourism strategy

The residents

The visitors

The professionals

Enhance the cultural and **natural heritage**

Preserve and improve **coastlines** and emphasize **the sea in the tourism economy**

Maximise **rural and natural heritage** and encourage **sustainable tourism in protected areas**

Promote **urban and regional regeneration**

Develop products that **meet demand** and **improve tourism experiences**



**ADD VALUE TO
THE OFFER**

Guarantee the economic solidity of the industry

Reduce contextual costs

Simplify and reduce bureaucracy

Attract and support investment that generates wealth and qualified employment

Stimulate the circular economy in tourism

Promote equal opportunities and social cohesion

Affirm Portugal as a point of international reference in entrepreneurship and in web technology

**BOOST THE
ECONOMY**

Enhance tourism professionals

Support professional training in tourism

Develop R&D and assure the transfer of knowledge from higher education to the business sector

Circulate knowledge to the tourism industry

Support entrepreneurs and managers

**ENHANCE
KNOWLEDGE**



Attract and reinforce air connections

Improve road, railway and sea connections

Endorse Portugal as a *smart destination*

Position Portugal as the European hub for both North and South America and as a *homeport* for cruises

Encourage networking within the various agents in the tourism sector

IMPROVE
CONNECTIVITY

Reinforce Portugal's internationalization as a tourism destination

Stimulate domestic tourism

Position Portugal as a destination for major congresses and international corporate events

Encourage authentic and innovative tourism offers that meet demand

Position Portugal in world tourism organizations and in international cooperation



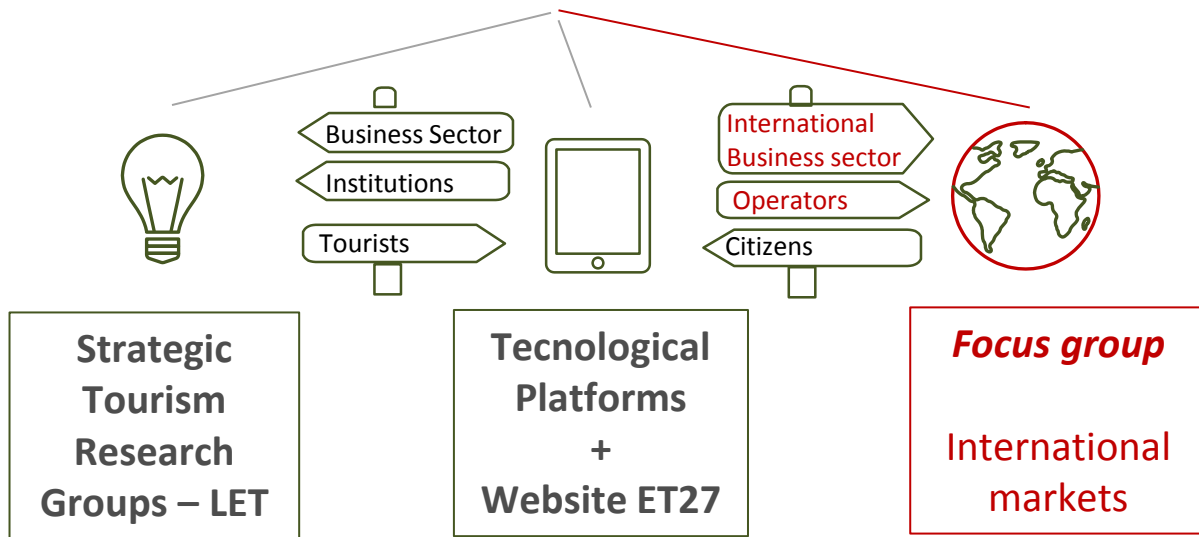
**CREATE
AWARENESS**

DEVELOPMENT PROCESS

Open and Participated



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Listen, engage and plan with...



FOCUS GROUP

MAIN INTERNATIONAL MARKETS



DEFINITION AND OBJETIVE

- The international *Focus Group* will take place in the main external markets to Portugal.
- Its objective is to listen to tour operators and travel agents that offer Portugal as a tourist destination, as well as other relevant players in the main international markets.



SUBJECTS FOR DEBATE

***English
market***



1. Which are the priorities for tourism industry in Portugal?



Subjects
for
debate



2. What do tourists look for in Portugal and what can the destination still offer?

What can be done to improve the tourist's experience who visits Portugal?



Subjects
for
debate



3. What do you consider to be more relevant to strengthen the connection between Portugal and the International Markets to ensure a more efficient promotion in those Markets?



JOIN IN THIS STRATEGY!

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