ADDRESSING MEGATRENDS: THE CASE OF PORTUGAL

International Workshop on Tourism as a Catalyst for Regional Development
“Tourism as a hub for economic, social and environmental development throughout the territory, positioning Portugal as one of the most competitive and sustainable tourism destinations in the world”
TOURISM 2027
SUSTAINABLE GROWTH

Overnight stays in the territory

- Goal 2027: 80 Mn

Tourism Receipts

- Goal 2027: 26 Bn€
TOURISM 2027
SUSTAINABLE GROWTH

Skills

<table>
<thead>
<tr>
<th></th>
<th>[2015]</th>
<th>[2027]</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Education</td>
<td>12%</td>
<td>28%</td>
</tr>
<tr>
<td>Secondary</td>
<td>30%</td>
<td>60%</td>
</tr>
<tr>
<td>Primary</td>
<td>58%</td>
<td>12%</td>
</tr>
</tbody>
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Goal 2027
Reduce Seasonality from 37.5% to 33.5%

Locals Satisfaction
Goal 2027
+ 90% of locals consider positive the impacts of tourism
TOURISM 2027
SUSTAINABLE GROWTH

**ENVIRONMENT**

**Energy**
- Goal 2027
  + 90% of tourism companies develop energy efficiency measures

**Water**
- Goal 2027
  + 90% of tourism companies develop water efficiency measures

**Waste**
- Goal 2027
  + 90% of tourism companies develop waste management measures
MANAGING SUSTAINABILITY

THREE PILLARS

DATA STRATEGY  INVESTMENT  INNOVATION
DATA STRATEGY
TURISMO DE PORTUGAL: A DATA HUB

TRADITIONAL DATA SOURCES

BIG DATA

SUPPORTING TOURISM INDUSTRY DECISIONS
### Overnight Stays
- Jan-Jun 2019: 4.7%

### Guests
- Jan-Jun 2019: 7.6%

### Total Revenue
- Jan-Jun 2019: 7.6%

### Tourism Receipts
- Jan-Jun 2019: 6.5%

### %Global Exports
- Jan-Jun 2019: 16.4%

### %Service Exports
- Jan-Jun 2019: 49.0%

### %GDP
- 2017: 13.7%

### %Total Employment
- 2016: 9.4%
A NETWORK OF OBSERVATORIES
A ROADMAP

- Regional DMO’s approach (NUTS II) to support regional policy
- DMO+Universities
- Common set of indicators + specific indicators for each region
INVESTMENT

THE REVIVE PROGRAM

- Revive was created to foster the renovation and use of the cultural and historical heritage throughout the country, and its transformation into national economic assets.

- The aim of this initiative is to promote and facilitate profitability and preserve non-used public property, making it suitable for tourism-oriented economic activity, in order to generate wealth and jobs, enhance the attractiveness of regional destinations, increasing demand and developing several regions of the country.
INVESTMENT
THE PROGRAM

- A partnership between the Department of Cultural Heritage (Ministry of Culture), the Department of Treasury and Finance (Ministry of Finance) and the Portuguese Tourist Board (Ministry of Economy).

- Revive opens up properties to private investment in order to develop them as tourist attractions through public international tendering.

- +120 properties included (Revive & Revive Nature)
Conceived to stimulate a more balanced distribution of tourism demand, reduce seasonality and thus generating value and employment throughout the country.

The program was launched in 2016 with an initial EUR 20 million funds available, targeting public entities and private enterprises nationwide.

The projects and initiatives, susceptible of support, are determined in specific financing lines: for “Wi-Fi Projects in Historical Centres”, “Accessible Tourism Projects”, “Valorization Projects in the Country’s Interior”, “Sustainable Projects” & M&I in the interior.

+2,000 applications
665 projects approved
142M€ investment
+94M€ grants conceded
INNOVATION
TOURISM 4.0 PROGRAM

Facilitating Innovation in Tourism Sector
- Provide specialized services to startups
- Advisory on available financial instruments
- Participation in marketing campaigns and trade marketing initiatives
- Mobilize national/international mentors

Stimulating the Entrepreneurial Ecosystem
- Promote the coordination of the entrepreneurial ecosystem agents
- Partnerships with Accelerators and Incubators (programs and events)
- NEST – Tourism Innovation Center

Stimulating an Entrepreneurial Culture
- Develop entrepreneurship training programs in Hotel Schools
- Promote sharing of Universities’ best practices in creating entrepreneurship initiatives in Tourism

Promoting Access to Funding
- Develop specific financial instruments dedicated to entrepreneurship
- Mobilize national and international investors

2017
+850k inv
10 programs
+235 startups

2018
+1M inv
15 programs
+300 startups

2019
+350 startups
18 programs
5 startups
MISSION

Promote innovation and technology in Tourism, supporting the development of new business ideas, the experimentation and the qualification of companies in the transition to the digital economy.
Thank You!

sergio.guerreiro@turismodeportugal.pt