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
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
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 ASSETS FOR A 10 YEARS STRATEGY
Focus on strategic assets

DIFERENTIATING ASSETS
- Climate and light
- History and culture
- Sea
- Nature and Biodiversity
- Water

QUALIFYING ASSETS
- Gastronomy and Wines
- Artistic-cultural, sports and business events

EMERGING ASSETS
- Well-Being
- Living – Living in Portugal

UNIQUE TRANSVERSAL ASSET
- People
STRATEGIC PRIORITIES
The professionals

The residents

The visitors

THE PEOPLE
At the heart of the tourism strategy

ADD VALUE TO THE OFFER
BOOST THE ECONOMY
ENHANCE KNOWLEDGE
IMPROVE CONNECTIVITY
CREATE AWARENESS
ADD VALUE TO THE OFFER

- 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
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
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
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
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
DEVELOPMENT PROCESS

Open and Participated
Listen, engage and plan with…

Strategic Tourism Research Groups – LET

Tecnological Platforms + Website ET27

Focus group International markets
FOCUS GROUP

MAIN INTERNATIONAL MARKETS
DEFINITION AND OBJECTIVE

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