

# SUSTAINABLE TOP 100 DESTINATION SUCCESS STORY

## Portugal

The Portuguese Government launched in 2017 the Tourism Strategy 2027, which defines the vision for the Portuguese tourism industry for the next decade: "To affirm 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". To lead the tourism of the future means to position Portugal as a sustainable destination with a cohesive territory, innovative and competitive, a country that values work and talent. A destination to visit, to invest, to live and to study in. An inclusive, open and creative country that positions itself as a specialized hub for travel & tourism.

The Portuguese National Tourism Strategy 2027 establishes five strategic pillars:

- To value the territory: using historical-cultural heritage and preserving their authenticity and improving product development to better match consumer needs;
- To boost the economy: promoting the competitiveness of national tourism industry, promoting innovation and attracting foreign investment;
- To promote knowledge, with a strong emphasis on skills and quality jobs and dissemination of knowledge and tourism data and research throughout the tourism industry;
- To generate networks and connectivity: improving air accessibility and promoting mobility and networks between tourism stakeholders.
- To promote Portugal: improving Portugal's positioning as an attractive destination to visit, invest, live and study.

The principles of sustainable tourism and the Sustainable Development Goals are at the DNA of the Tourism Strategy 2027, which defines sustainability as its basis, in its vision and in its strategic priorities, defining ambitious specific goals in economic, environmental and social pillars.

Tourism Strategy 2027 has been also ambitious in terms of goals. For the first time, the strategy defined specific goals in terms of sustainability in each one of the three pillars of sustainable development – economic, social and environmental:

- In the economic plan, Portugal aims to reach 80 million of overnight stays in 2027, increasing tourist demand throughout the country, while duplicating tourism receipts in the same period.

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- In social terms, seasonality is considered as the biggest enemy of employment and, in that context, the goals go through extending tourism activity all the year, reducing the seasonality rate from 37.5% to 33.5%. Still in social matters, it is intended to double the share of qualifications of secondary and post-secondary education level in tourism and ensure that 90% of the residents in tourist zones consider positive the impact of tourism on their territory.
- Finally, in the environmental plan, the goals are to ensure that 9 in every 10 companies in the country adopt efficient energy, water and waste management measures. In terms of the implementation of the action plan to achieve these goals, we would highlight the Valorizar programme, promoted by the Portuguese National Tourism Authority (Turismo de Portugal, I.P.), and was conceived to stimulate a more balanced distribution of tourism demand, reduce seasonality and generate value and employment throughout the country. Created within the scope of the National Tourism Strategy for 2027, Valorizar is a programme to support investment in the tourism sector by public and private agents, through grants and loans made available by Turismo de Portugal. The programme was initiated in 2016 and is structured through four financing lines that tackle the needs identified in the National Tourism Strategy:
  - Wi-Fi Projects in Historical Centres: Support for investment in projects to provide Wi-Fi access in historical centres and tourist areas, maximising the tourism experience in Portugal and promoting the smart management of destinations;
  - Accessible Tourism Projects: Support for projects aimed at the physical adaptation of public spaces, resources and services of tourist interest to persons with special;
  - Valorisation Projects in the Country's Interior: Provides support for projects aimed at developing and enhancing the heritage and endogenous resources of the regions;
  - Sustainable Projects: Support for initiatives/projects that promote greater integration between residents and tourists, improving resident's quality of life and promote greater retention of value generated by the tourism activity for the community.

For more info on the Valorizar Programme, please check [here](#) [only in Portuguese]

This program has already supported 500 projects, representing more than 100 million € of investment. The implementation plan is followed by an effort in terms of monitoring sustainability goals, enabling policy evaluation and providing the private sector with instruments for decision-making.

In this context, Turismo de Portugal developed a set of initiatives aligned with this strategy, which can be an important contribution to better measure sustainability and to promote new

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regional sustainable tourism observatories, which can help to properly manage tourism destinations.

One of the initiatives is the development of a network of regional sustainable tourism observatories, which supports the management of tourist destinations at regional and local level, integrated in the UNWTO's INSTO Network and supported by a system of sustainable tourism indicators.

For more info on this initiative, please check [this paper](#), presented at the OECD&Eurostat's 15th

Global Forum on Tourism Statistics. For more info on the indicators, please check [here](#) [only in Portuguese].

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