
About us | COMPETE 2020

Visitportugal is the official website for Portugal as a tourist destination, and is developed by Turismo de Portugal, I.P., the national tourist board.

Forming an integral part of the Ministry of Economy, Turismo de Portugal, I.P., is responsible for the promotion, development and sustainability of tourist activity. It thus unites in one single body all the institutional powers relating to the development of tourism, in all areas ranging from supply to demand.

For more information about the Institute and its activity, please consult the corporate web portal www.turismodeportugal.pt or contact info@turismodeportugal.pt.

Turismo de Portugal has a network of tourism teams in 21 countries where we consider it especially important to promote Portugal as a tourist destination. Their contact details can be found online at www.turismodeportugal.pt

Foreign journalists and media should consult the website dedicated to the foreign media <http://pressroom.visitportugal.com> or send your requests and questions to media@visitportugal.com.

For tourist information, questions of information updates, or new entries in the database of tourism services, facilities and resources, please contact info@visitportugal.com

Turismo de Portugal, I.P.
Rua Ivone Silva, Lote 6
1050-124 Lisboa
Tel: +351 211 140 200

COMPETE 2020 / Turismo de Portugal

Project identification

Project name: Integrated international promotion of Portugal as a tourist destination

Project code: POCI-02-0752-FEDER-026697

Chief objective: To boost the competitiveness of small and medium enterprises

Intervention region: Multi-region

Beneficiary entity: Turismo de Portugal I.P.

Notification of approval

Approval date 16-03-2017

Start date: 01-02-2017

End date: 31-01-2019

Total eligible cost: €14 700 170.89

National/regional public financial support: ERDF - €12 495 145.26

Goals

Turismo de Portugal [Turismo de Portugal] is developing an integrated international project to promote Portugal as a tourist destination, in which it serves as the bonding element of several actions implemented in the external target markets in the area of tourism promotion.

This strategic objective embodies a common interest of Turismo de Portugal and the regional destinations and tourist operators. Achieving this objective would remedy the weaknesses felt by these entities in the absence of regional strategies for international promotion and in terms of the need to strengthen the international promotion of tourism in Portugal.

As such, the project will directly influence tourist demand, increase revenues from tourism and indirectly boost the profitability of the sector.

The purpose, therefore, is to strengthen the reputation of Destination Portugal and to help to convert the country's promotional effort in the selected target markets into sales, through the following activities:

1. international online advertising campaign
2. presence of Destination Portugal in international markets