

#CantSkipHope



MITIGATING COVID-19 IMPACT

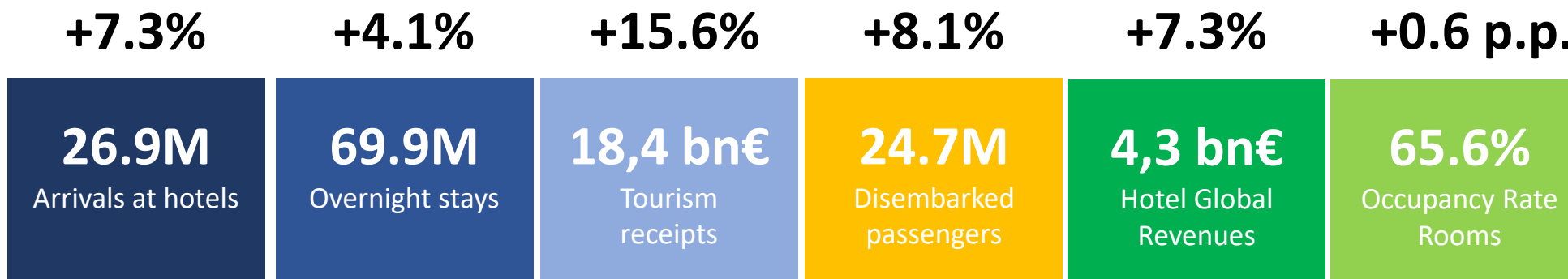
Ana Paula Pais

anapaula.pais@turismodeportugal.pt

Head of Education at Turismo de Portugal

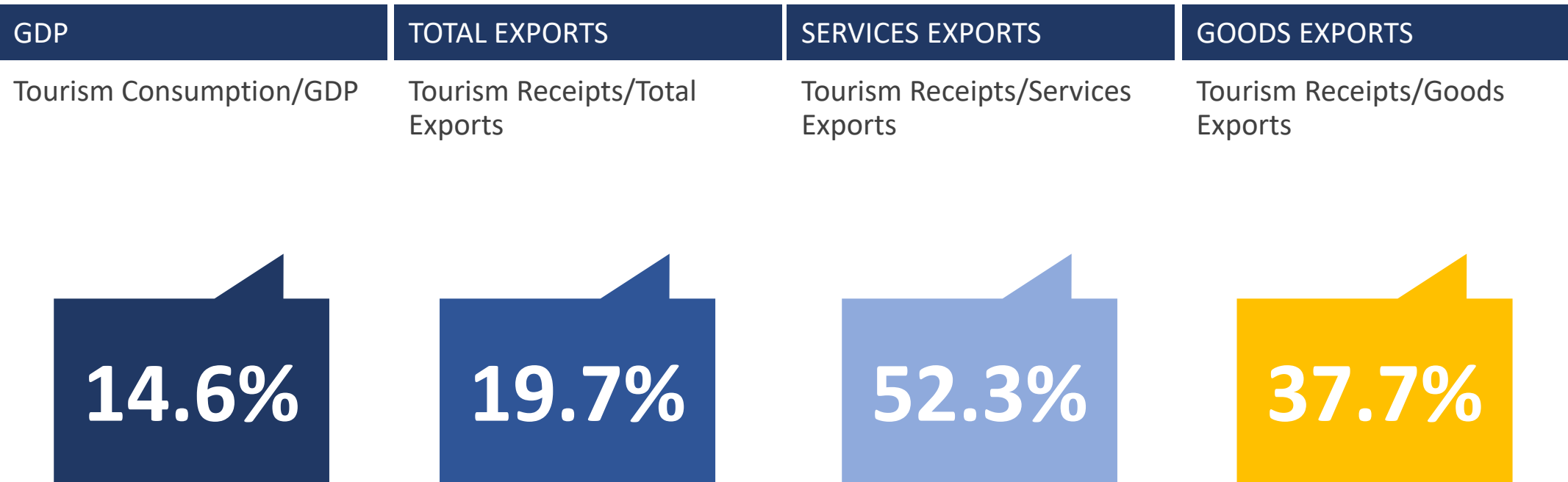
TOURISM IN PORTUGAL

2019: record figures in all indicators



TOURISM IN PORTUGAL

A key sector in the Portuguese economy



Source: Banco de Portugal

IMPACT OF COVID-19 | PORTUGAL

Significant Impact in the Portuguese tourism industry

SEP 2020

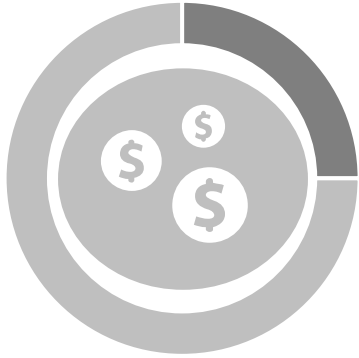
-61.3%
Hotel Guests

-59.3%
Overnight Stays

-55.8%
Tourism Receipts



MITIGATING COVID-19 IMPACTS | POLICY



SUPPORT ECONOMY

A vast program of measures in terms of investment support, in terms of taxation (1,6 Bn€)



JOB PROTECTION

Simplified regime of access to furlough, supporting costs from tourism companies in order to maintain jobs



SUPPORT CRISIS MANAGEMENT

- Clean&Safe Stamp
- Support to Investment Advisory Team
- Data Monitoring
- Training courses
- Consultancy from Hotel Schools



SUPPORT COMMUNITY

- Hotel Schools 100% online
- #Rooms4covid



MARKETING

- Portugal Tourism Response
- Cuida de todos (take care of all)
- #cantskip hope
- #cantskip opening
- Read Portugal
- Only You / Visit Portugal

MITIGATION COVID-19

Supporting Economy | Sinopsys



Economy
Support



Fonte: Turismo de Portugal; SPGM

=

1.613,9 M€
Total support to the tourism sector

GO DIGITAL | UPGRADING SKILLS

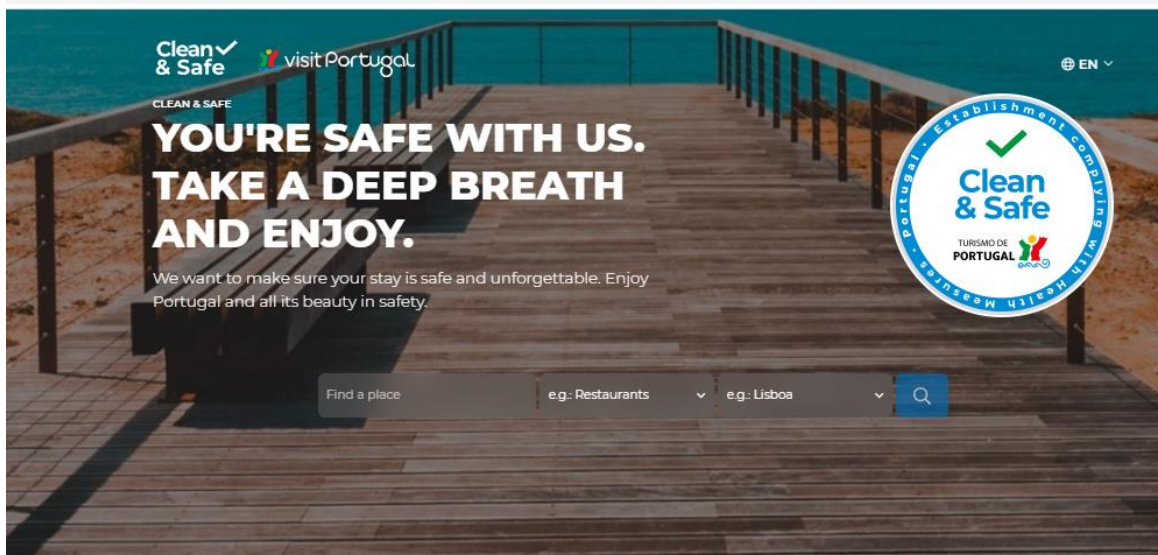
#godigitalearningmode



SUPPORT CRISIS
MANAGEMENT



ONLINE CLASSES	ONLINE TRAINING	DIGITAL SKILLS
HEALTH & SAFETY	CRISIS MANAGEMENT	MARKET INTELLIGENCE



Clean & Safe Stamp

Being a Clean&Safe Stamp compliant means committing to comply with health safety recommendations issued by the National Tourism Authority according to National Health Authority guidelines.



21 670 [?]
stamps already issued

23 000
people trained

Em destaque

- Técnicas de Marketing Digital Avançado: E-commerce, Publicidade e Retargeting
- Gestão Sustentável dos Recursos
- À Descoberta do Risotto
- Gestão Sustentável do Negócio
- Business Unusual Animação Turística
- Inbound Marketing
- CLEAN&SAFE - Estabelecimentos de Restauração e Bebidas
- Boas Práticas na Estratégia de Marketing Digital

Cursos agendados

Curso	Duração	Data	Organização	Escola	Ver
Gestão Sustentável dos Recursos	16 Horas	11-12-2020	À Distância	Escola de Hotelaria e Turismo de Coimbra	Ver
Economia Circular na Gestão de Recursos Alimentares	16 Horas	11-12-2020	À Distância	Escola de Hotelaria e Turismo do Douro - Lamego	Ver
Técnicas de Marketing Digital Avançado: E-commerce, Publicidade e Retargeting	28 Horas	11-12-2020	À Distância	Escola de Hotelaria e Turismo de Coimbra	Ver
Economia Circular na Gestão de Recursos Alimentares	16 Horas	11-12-2020	À Distância	Escola de Hotelaria e Turismo de Lisboa	Ver

Sustainability

New Business Models

Creativity

Problem solving

Soft skills

Risk Management

Digital literacy

Business Analytics

Digital Marketing

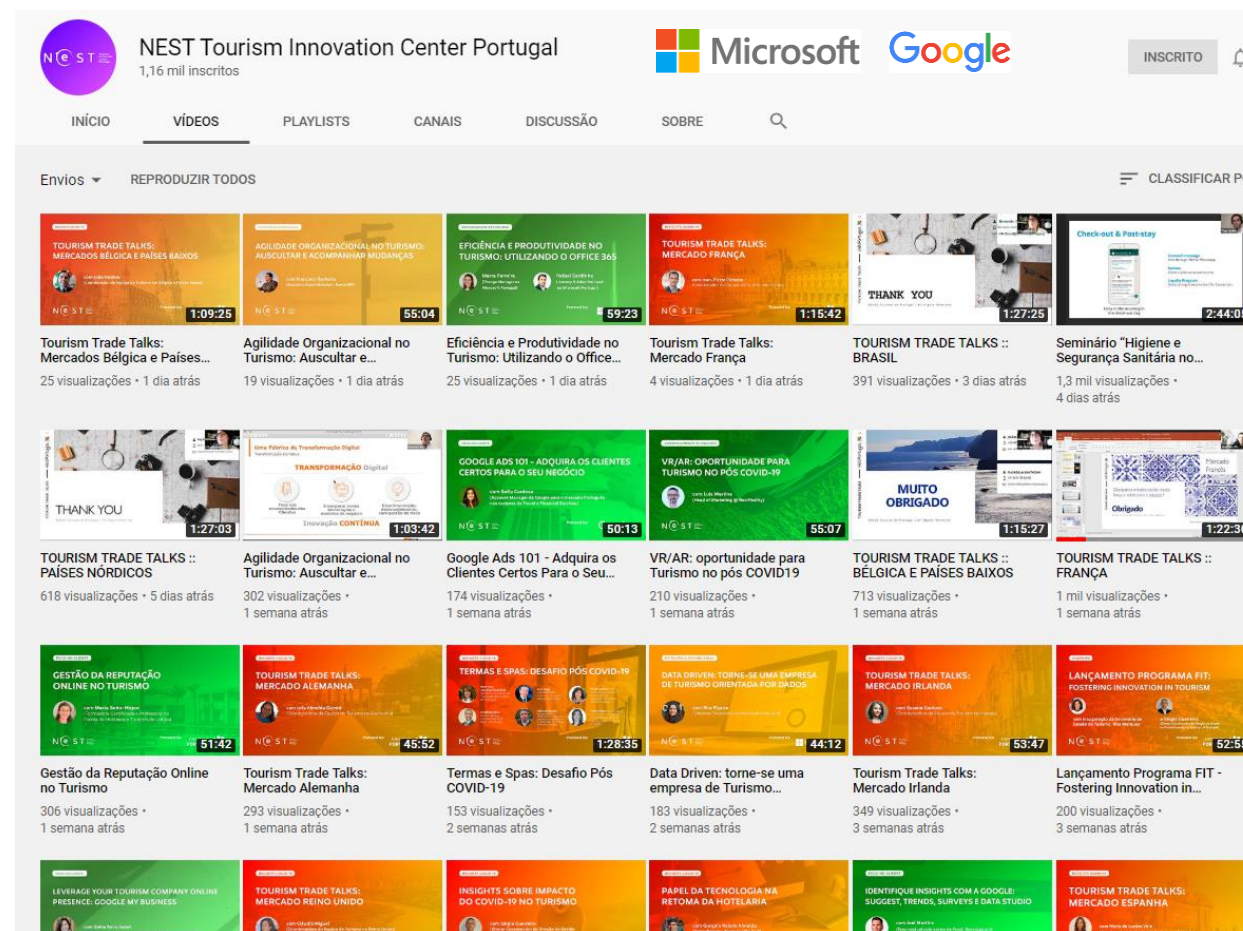
Revenue Management

GO DIGITAL | UPGRADING SKILLS

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tourism creative factory



Sustainability

New Business Models

Creativity

Problem solving

Soft skills

Collaboration

Digital literacy

Business Analytics

Digital Marketing

Revenue Management





Upgrade Digital

&

Upgrade Sustainability



	Modules	h
Upgrade Digital	Digital tools applied to Tourism	16
	Market analysis and new business models	20
	Introduction to digital marketing, websites and performance monitoring	24
	Good practices in digital marketing strategy	28
	Advanced digital marketing techniques: e-commerce, advertising and retargeting	28
		116

Promote digital transformation

improve digital skills in tourism professionals
(digital literacy and advanced digital marketing skills)

Contributing to the **creation of a culture of value and sustainable innovation**, through the integration of good sustainability practices in a 360º approach

1. Digital self-assessment questionnaire
2. Certification
3. Best sustainable professional

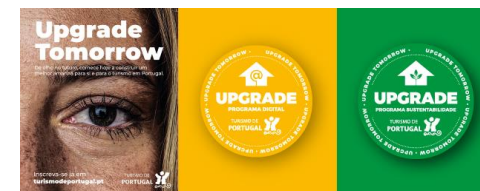


	Modules	h
Upgrade Sustainability	Innovation and new sustainable paths	12
	Sustainable business management	24
	Sustainable resources management	16
	Circular economy in applied management of food resources	16
	Social responsibility management	12
		80

GO DIGITAL | UPGRADING SKILLS

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ONLINE CLASSES 3.217 Online students	ONLINE TRAINING 742 sessions 73.270 participants	DIGITAL SKILLS 41 webinars 4.886 participants
HEALTH & SAFETY +21.000 companies	CRISIS MANAGEMENT + 500 consultancy projects	MARKET INTELLIGENCE 18 webinars 5.238 participants





#CantSkipOpening