TOWARDS TOURISM LEARNING HUBS
INSTO MEETING, MADRID

Sérgio Guerreiro
21.OCT.2022
ABOUT TURISMO DE PORTUGAL

ALIGNMENT WITH TOURISM STRATEGY

- DEVELOPMENT OF TOURISM OFFER
- SUPPORT TO INVESTMENT
- MARKETING & PROMOTION
- HR TRAINING
- GAMBLING REGULATION

KNOWLEDGE

INNOVATION
MONITORING DIMENSIONS

DESTINATIONS
- Sustainable Indicators
- Alternative Data Sources
- Sustainability Reporting

COMPANIES
- Companies Sustainability Performance
- Survey on the Environmental Performance and Social Responsibility of Tourist Enterprises

RESIDENTS
- Residents Satisfaction (Lisbon)
- Regional Observatories of Sustainable Tourism (UNWTO INSTO Network)

CONSUMER
- Changes in Consumer Behavior

SUSTAINABLE TOURISM REGIONAL OBSERVATORIES
MONITORING DIMENSIONS
A DATA HUB | + 35 DATA SOURCES

2015
2016
2017
2018
2019
2020

Accommodation
UNWTO
EUROMONITOR INTERNATIONAL
Statista
Border Survey
TSA

Instituto Nacional de Estatística
OECD

A DATA HUB | + 35 DATA SOURCES

Banco de Portugal
OECD

TRANSPARENT

Surveys

Sustainability
<table>
<thead>
<tr>
<th>Environmental</th>
<th>Economic</th>
<th>Social</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bathing Waters considered Good and Excellent</td>
<td>Tourism Employment by gender, age groups and education</td>
<td>Accommodation Establishments Accessible for Guests with Special Needs</td>
</tr>
<tr>
<td>Environmental Expenditure per 1000 Inhabitants</td>
<td>Tourism Employment by Work Duration and Professional Situation</td>
<td>Tourism Density</td>
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<td>Energy Consumptions and CO2 Emissions from Tourism</td>
<td>Accommodation Estab. Open Year Round</td>
<td>Tourism Intensity</td>
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<td>Accommodation Estab. with an Environmental Certification</td>
<td>Average Length of Stay</td>
<td>Number of Beds Available per 1000 Residents</td>
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<tr>
<td>Accommodation Estab. that Optimize Water Consumption</td>
<td>Overnight Stays</td>
<td></td>
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<tr>
<td>Accommodation Estab. that Optimize Energy Consumption</td>
<td>Tourism Receipts</td>
<td></td>
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<tr>
<td>Accommodation Establishments that Separate Waste</td>
<td>Average Spending by Tourist</td>
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<td>Urban Solid Waste Attributed to Tourism</td>
<td>Number of Tourists</td>
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<td>Seaside Area with Blue Flag</td>
<td>Average Revenue by Overnight Stay</td>
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<td></td>
<td>Tourism Receipts as Percentage of GDP</td>
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<td>Occupancy Rate</td>
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As important as data is....
The use of data!
THE ROLE OF USE CASES

% de cobertura do território

55%

Áreas a 30 minutos de drive time de cada posto de abastecimento REPA

Fonte: Turismo de Portugal
THE ROLE OF USE CASES
LEARNING HUBS

DATA PRODUCERS

DATA TRANSLATORS

DATA LABS & LEARNING HUBS

BEST DECISIONS

NTO
DMO’s
NSO
Alternative DS

Observatories?

Uses Cases
Webinars
Community Hubs

Public Sector
Private Sector
Thank You!

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