THE ROLE OF SUSTAINABLE TOURISM OBSERVATORIES IN A NATIONAL TOURISM STRATEGY

INSTO ANNUAL MEETING 2023
21.NOV.2023
“Sustainability had become mainstream: citizens demanded it, governments measured themselves by it, investors valued it.”

KMPG (2023) Converging Trends 2033: The long view
It’s all about Sustainability!

WTM Global Report: tourists abandon sun loungers in favour of new experiences

Research from World Travel Market London 2023, the world’s most influential travel & tourism event, has revealed that more holidaymakers are abandoning their sun loungers in favour of nature, foodie and wellness experiences.

The exclusive WTM Global Travel Report – compiled in association with renowned researchers at Oxford Economics – notes “increasing demand for unique, authentic and personalised experiences” while people are away on vacation.
#National Tourism Strategy

“Tourism as a hub for economic, social and environmental development throughout the territory, making Portugal one of the most competitive and sustainable tourism destinations in the world”

*Tourism Strategy 2027*
“Big journeys begin with small steps”
# A JOURNEY...

## Sustainable Tourism Indicator System (SITS)

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TOWARDS A NETWORK OF OBSERVATORIES

Porto & North
Center
Lisbon
Alentejo
Algarve
Madeira
Azores

Turismo de Portugal (NTA)

2024
A Network
A Lab
THE ROLE OF THE NETWORK

MEASURE
To develop research and tools to evaluate destinations’ performance in sustainability

INNOVATION
To test new data sources and methodologies to address concrete challenges at destination level

ADVISORY
To support decision-making at destination level with policy recommendations

SHARE
Dissemination of sustainability best practices and to promote adoption of sustainability at destination level
Thank You!

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