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**Quinta da Corte in the Douro Valley,
Designed by Pierre Yovanovitch**



Introduction

Introduction

As the world emerges from the pandemic, how can we ensure that tourism plays its part in creating a sustainable future for all?

Porto, the second largest city in Portugal, is a historic port city with a cosmopolitan feel. Quickly becoming one of Europe's top destinations, it ranked 37th most visited European city by international bednights (ECM Benchmarking Report 2020-2021).

Now is the time for Porto to build a synergised and cohesive communications strategy, enhanced by sustainability and digital focuses. At the heart of the vision: local people and international visitors as part of a welcoming and inclusive global community.

How can this vision impact international storytelling to enable deeper connections to the city?



Introduction

Porto wants to attract better tourism - build revenue growth, over a growth in visitor numbers, focusing on 'luxury' travellers and cultural tourism across key demographic groups - Gen Z to Baby Boomers.

Porto wants to be a sustainable destination - that enhances life for local people and tourists alike.

In order to attract new demographics of high-spending visitors, Porto must be presented as dynamic, cosmopolitan, exclusive and cultural, rather than only relying on traditional tourist USPs and brand perception: e.g. Unesco-certified Historic Centre and famed port wine cellars.

Tourism strategy for Portugal 2027 - Inline with Portugal's 2027 strategy, Porto seeks to offer greater benefits to tourism stakeholders and to local populations, creating a tourism multiplier effect that acts as the engine for local economic social development.

Porto must support the Portugal 2027 vision to: establish 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.

Key themes - highlighted in Portugal 2027 strategy:

- Climate and light
- Food and wine
- Well-being
- History and culture
- Sea
- Artistic-cultural, sporting and business events
- Living in Portugal
- Nature
- Water

Introduction

This strategy employs the following methodological tools and thematic directions, based on Porto's requirements and unique aspects of differentiation:

- Secondary media and market analysis
- Expert reporting and travel trend forecasting
- Competitor, SWOT and target tourist analysis
- Strategic propositions
- Critical evaluation of channels and messages
- Strategic concept development based on primary, qualitative data
- Analysis from on-site interviews + secondary data analysis
- In-depth assessments of communications channels
- Proposed communications plan

**This communications strategy is considered through the framework:
Sustainability, Digital, Local**

Current Brand Analysis

How is Porto currently communicated through: media storytelling, tone of voice, aesthetic, in-person & online activations.

Media Analysis

Porto receives regular coverage in leading English language media titles - magazines and newspapers - in print and online in the UK/US/internationally.

Demographics - articles in international media titles are valuable collateral to drive tourism and new brand narratives for all age groups, but will be particularly relevant to Generation X and Baby Boomers.

Examples of media titles covering news, travel, culture, luxury architecture & design: The Guardian, The Telegraph, The Times, The New York Times, The New York Times Style magazine, Conde Nast Traveler (international), Wall Street Journal, The Lonely Planet (global), Forbes, Wallpaper, Elle Decoration, Architectural Digest, National Geographic Traveller UK / US, Monocle, Financial Times, Vanity Fair.

Specific to luxury travel demographics: FT How To Spend It supplement, The World of Interiors, Harpers Bazaar, Robb Report, Tatler, Elite Traveler.

The screenshot shows a search results page for 'porto' on the Wallpaper* website. The search term 'porto' is at the top with '62 results'. Below are three results:

- ON INSTAGRAM** | 12 APR 2022: Inside Iguatemi's São Paulo apartment. The image shows a modern, open-plan living area with a large glass wall and a metal chair.
- FEATURES** | 27 NOV 2021: Ritz Paris to Le Sirenuse: hotel merch for jet-set style. The image shows a woman wearing a dark blue varsity jacket with white sleeves and shorts.
- WALLPAPER*** | 13 OCT 2020: 25 years of Wallpaper* magazine marked by team members past and present. The image is the cover of Wallpaper* magazine, featuring a blue background with white polka dots and a central graphic of a brown hat.

On the right side of the page, there is a vertical banner for 'SAINT LAURENT' featuring a woman in a red and white outfit, with 'YEL.COM' at the bottom.

Media Analysis

EXECUTIVE SUMMARY

Considering the framework: Sustainability, Digital, Local

Porto is yet to establish a brand narrative in the media that focuses on these key areas. For example - Helsinki's city app and VR experience for tourists was covered by [The Independent](#) in a digital-led article, and The Telegraph featured Copenhagen in a sustainability feature: [Have you been to the world's greenest city?](#)

For local living, however, Porto has made headway. In 2020, **Bonfim ranked fourth in the Guardian's coolest European neighbourhoods**, which recommended areas for getting 'under the skin' of European cities. And Lonely Planet ran an article: **How to Live Like a Local in Porto** featuring undiscovered experiences and areas in the city.

The depth of Porto's heritage and contemporary culture are not yet fully represented in Porto's brand narrative in the media. Porto receives small mentions in articles across important titles - like The New York Times Style magazine and Robb Report. This demonstrates that the storylines exist, but they must be reshaped ensuring Porto city is the headline.

Susana Ribeiro, Association of Porto Tourism / Porto Convention Bureau, stated that editors and journalists ask for 'new' stories, and there are not enough new Porto angles to provide.

This is where targeted media relations and PR outreach with key journalists is required to build new stories and 'sell in' angles to target media who can publish new narratives on Porto to attract target demographic groups.



Media Analysis

'Porto' brand perception in the media

In general, articles focus on traditional stories of the city, from port wine houses to UNESCO World Heritage, to azulejos tiles, and focus predominantly on attractions within the city centre.

A Metro newspaper feature: [These are the best things to do in Porto this summer](#) (2022), exemplifies a mass tourism approach, which is neither inspirational, nor dynamic.

Articles cover Porto as a city break destination, as well as highlighting cultural elements of the city (from heritage shops to Serralves museum). Porto's hotels also feature in 'round-up' articles, such as: [10 top design hotels in Europe](#), The Guardian, 2022.

Key themes identified across Porto press coverage:

Football, FC Porto, city-break, heritage, wine, culture, city, tiles, Douro Valley, UNESCO.

The Telegraph's [Insider Guide to Porto](#) (April / May 21) described Porto as “undergoing a magical moment of rejuvenation” and highlighted its “resurgent cultural scene” and “old world ways” as its real USP. A place that has “the best of both worlds”.



Media Analysis

Porto's contemporary culture and unexplored areas

Porto's architecture is widely covered in the architectural trade press - the **Slaughterhouse Cultural Centre** design gained wide coverage in titles including **Dezeen**.

Design articles on Porto rarely cut through to mainstream design magazines e.g. Elle Decoration, Architectural Digest and Porto's creative talent is rarely profiled in these international publications. These stories are found in local press however: Time Out Portugal featured a leading designer, ceramicist and chef in conversation.

Porto is also mentioned in the media, focusing on arts and culture.

e.g. Conde Nast Traveler covered **Chinese artist Ai Weiwei** making a home in Portugal, and The Telegraph mentioned the Bombarda art district in its Insider Guide.

Porto connects to North Portugal and Lisbon

Travel articles also mention Porto in relation to North Portugal - the Douro Valley particularly - as well as articles featuring Lisbon.

Examples:

'A river cruise along the Douro, starting in Porto' - Conde Nast Traveler (2022) and The New York Times Style featured the **landscaped gardens in the town of Santar, 90 minutes drive from Porto** (2021). The Observer (The Guardian Sunday newspaper) covered: '**Tales of Two Cities: a twin-break to Lisbon and Porto**' (2022).

Media Analysis

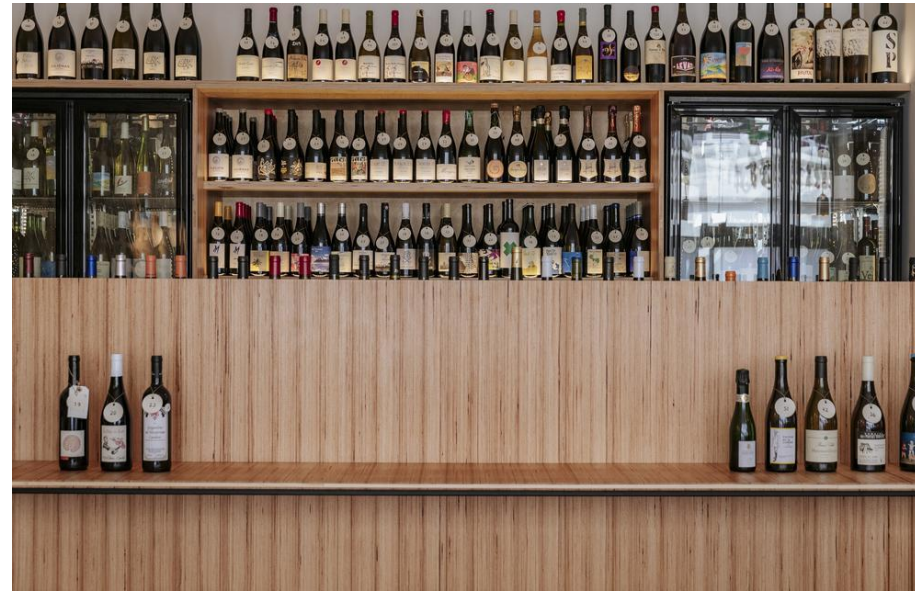
Wine & gastronomic tourism

Wine is a key USP for Porto. With the Douro Valley on the doorstep, Porto is a hub for tasting local regional wines.

Recent coverage in luxury media titles - Forbes, Robb Report - reflects on the importance of the Douro region for wines internationally, mentioning Porto.

The New York Times (2019) described Douro Valley wines as “undergoing a stylistic evolution”, and a Forbes luxury travel writer stated that **Portugal’s Douro Valley Should Be Your Next Wine Trip** (2022).

Forbes and Robb Report also provide mentions of The Porto Protocol a local non-profit organisation focused on wine-making and the impacts of climate change. In 2019, the Financial Times reviewed two high-end Porto restaurants: The Restaurant at The Yeatman and A Marisqueira de Matosinhos.



Comparison Cities Young Titles Analysis

Target media titles for Generation Z and Millennials

Coverage was analysed from a selection of media titles (UK/US/International) targeted specifically towards Gen Z and Millennials:

Dazed & Confused, Vice, Nylon, Suitcase, Vogue, Highsnobiety, Refinery29.

We then compared the coverage from Porto against the three competitor cities: Copenhagen, Barcelona, Lisbon.

DAZED

VOGUE

The logo for Vice magazine, featuring the word "VICE" in a stylized, bold, black font with a thick white outline and a slight shadow effect.

HIGHSNOBIETY

NYLON

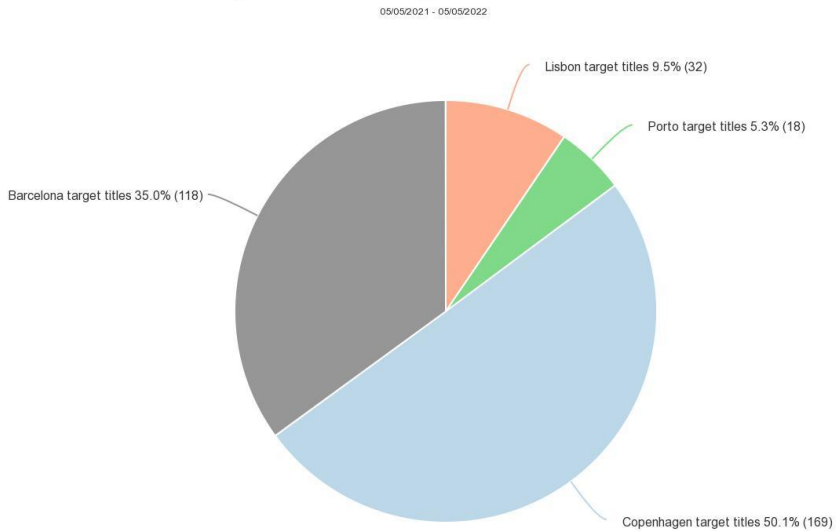
Comparison Cities Young Titles Analysis

Porto's representation in these target titles is still low. Topics cutting through include local brand Claus Porto, which featured in 'must buy' shopping lists in Vogue and Vice. Vogue also wrote about Porto's Vogue cafe inside Infante Sagres hotel and Highsnobiety covered FC Porto and New Balance's brand collaboration across both trainers and shirts.

Copenhagen dominated the headlines with 50% of the total coverage across all four cities. Breaking through with articles on art, fashion, and travel. Copenhagen fashion week was covered, alongside a number of articles on Copenhagen brands like Heliot Emil, and Noma restaurant was covered by Vogue. In travel, Suitcase covered topics like How to live like a Scandi and top destinations for interior design, profiling Copenhagen's lifestyle and design brands.

The coverage comparison highlights the importance of high-profile brand collaborations to generate newsworthy stories in target media that can increase Porto's brand perception among younger demographics.

Comparison cities target titles - Article Totals



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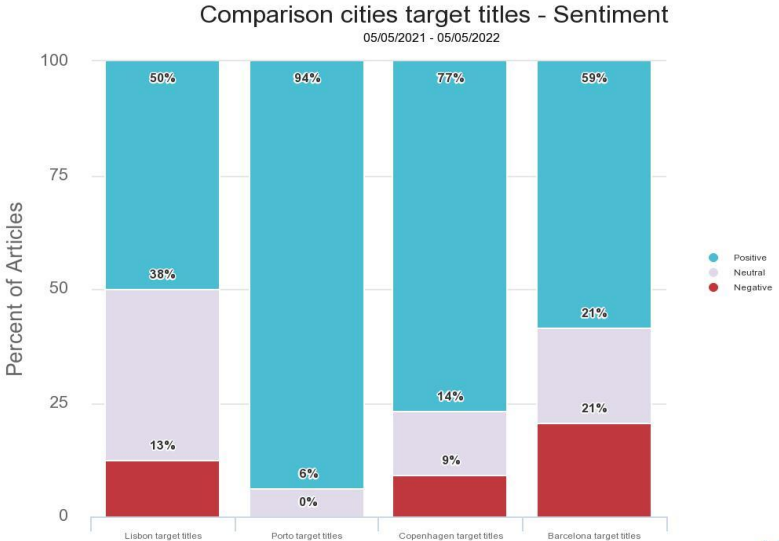
Comparison Cities Sentiment Analysis

Sentiment of target media coverage by city: positive, negative and neutral.

Porto received no negative coverage in target media.

Copenhagen, while dominating the overall coverage figures, also achieved a low negative sentiment.

This demonstrates that Porto has a solid base in which to extend its media outreach in these target media titles and build a strong brand perception with Gen Z and Millennial age groups.





Current 'Porto' Brand Analysis

Porto Visual Brand Identity

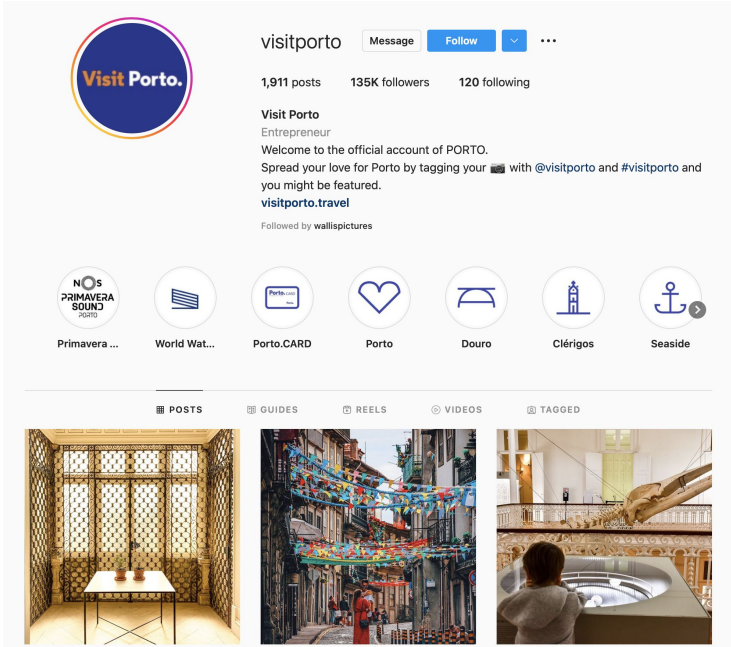
In 2014, Porto City Hall worked with local agency White Studio to develop a new visual identity and logo for the city.

Winning numerous awards, White Studio's identity aimed to simplify communication and represent Porto as a city for everyone.

White Studio developed an open and evolving identity based on the city's blue azulejo tiles, designing over 70 grid-based geometric icons that can be endlessly combined to create a visual network that represents the city's unending complexity.

The success of the Porto. brand work is evident in the consistent visual identity seen across the city.

The icons are used to illustrate the Visit Porto Instagram account effectively and could also be introduced on the Visit Porto website for consistency.



“Before 2013, Porto was quiet. The work of the Mayor to create a brand for the city worked really well. But if the city becomes too crowded it won’t be good, we’re only a medium size city.”

André Ramos, co-founder, SCAR-ID design and art stores,
in Porto city centre and Bombarda Art District.

Current 'Porto' Brand Analysis

Visit Porto website - content and storytelling

The content and storytelling is currently focused on promoting the Porto Card and stories on navigating the city are generally themed around activities in the Historic Centre.

- Storylines are not yet tailored to suit a range of interests, or demographic groups, and are not providing new narratives or itineraries to explore the city. See **Recommendations - New Narratives** for ideas.
- The website's lead story - on running in the city, is a popular pastime in Porto - this chimes well with the current health & well-being trend.
- The website's focused news pieces provide up-to-date information for visitors and keep the content feeling fresh.

Porto - Charming and Sustainable Destination Strategy - draft (2022)

The latest tourism strategy focuses on Porto as a destination for nature and sustainability-led tourism, and outlines areas where Porto is developing its sustainable planning and positioning.

A key challenge is that the Visit Porto website ranks extremely low in google search and requires SEO development.

Visit Porto should be the first website potential and visiting tourists find on Google - it will then become the city's key digital resource.



Porto.


ANTES DE ENTRAR DEBE SABER.


ANTES DE ENTRAR DEBE SABER.


ANTES DE ENTRAR DEBE SABER.

Porto.

Current 'Porto' Brand Analysis

Messaging, tone of voice

There is inconsistent messaging and tone of voice used across all current digital platforms and communications channels - for example: the Explore Porto platform and the Visit Porto website are not currently aligned.

New messaging and positioning for Porto should be integrated across all platforms and channels to provide consistency.

Tone of voice should be bold, innovative, engaging and welcoming to suit the city's persona.

All channels and touchpoints need clear, concise English copywriting (including all Digital Porto products).
And all channels and platforms need to be translated into clear English: the Porto free WiFi interface, for example.

Visit Porto and North of Portugal website - this partner website requires new messaging and Porto narrative content to synergise with the Visit Porto messages and brand direction.

Social Media Analysis

This section provides a review of Porto's perception on social media, particularly on Instagram. The following slides depict users' content and corresponding comments.

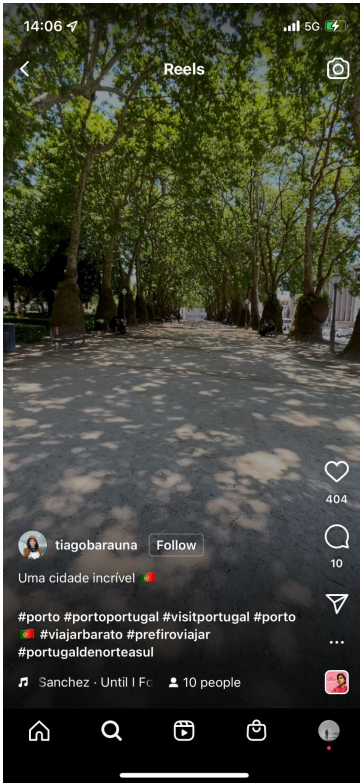
Based on the top-liked and reoccurring comments, the following topics have been identified:

- Architectural admiration (Porto's Cathedral for instance)
- Tourists visiting Porto multiple times
- Ambiance and 'flair' of Porto and its surrounding regions (Vila Nova de Gaia for instance)
- Beautiful 'viewpoints' in Porto
- Porto's free cultural offer

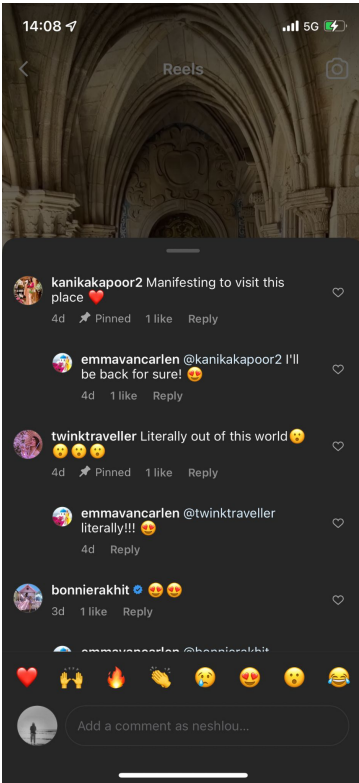
Social Media Analysis



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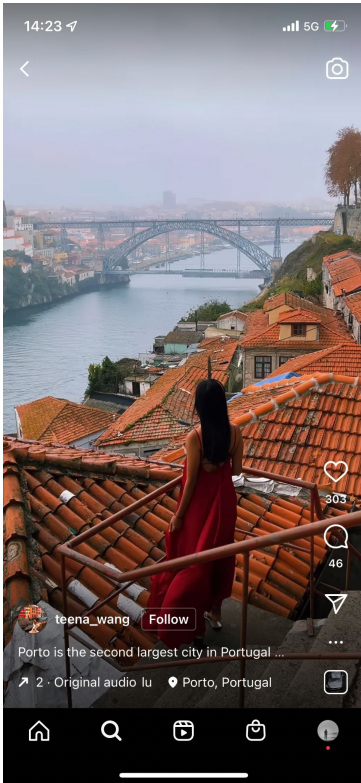
<https://www.instagram.com/reel/Cd6B9VRDQk/?igshid=NmZiMzY2Mjc=>



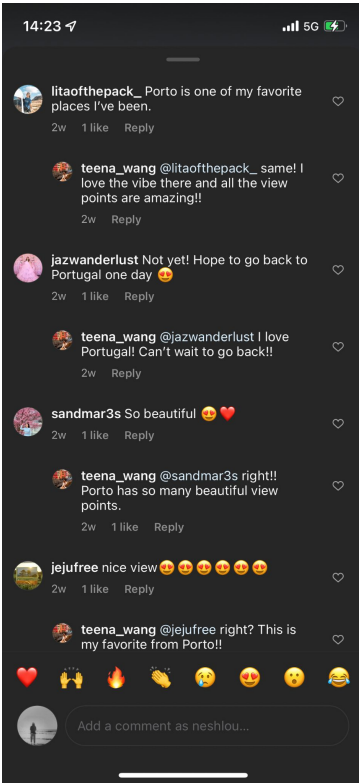
Social Media Analysis



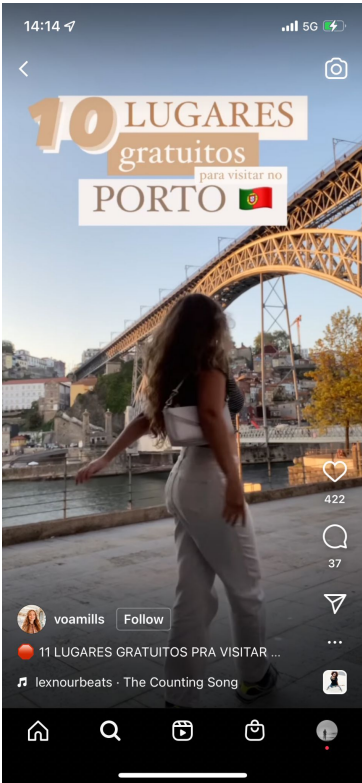
<https://www.instagram.com/p/CdLFM3ALyMi/?igshid=NmZiMzY2Mjc=>



<https://www.instagram.com/reel/CdekjEPILYR/?igshid=NmZiMzY2Mjc=>



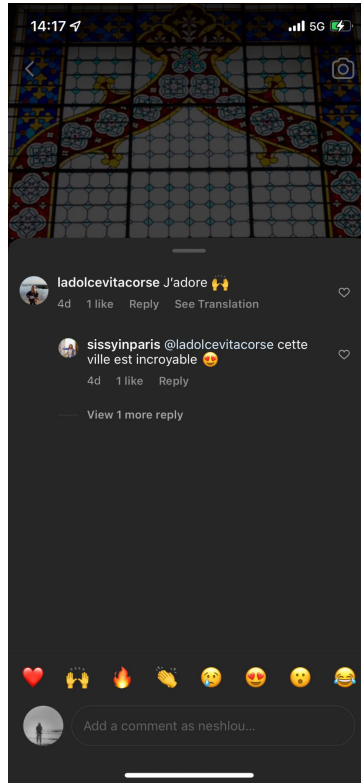
Social Media Analysis



<https://www.instagram.com/reel/CdRYwNTDsXS/?igshid=NmZiMzY2Mjc=>



<https://www.instagram.com/reel/Cd6l77zIHim/?igshid=NmZiMzY2Mjc=>



Micro & Macro Market Analysis

Granular and global tourism market examination,
assessing its impact on Porto.

Micro Market Analysis

The following micro analysis insights on Porto are based on the following:

- In-depth research across current travel and consumer trends
- Visits to Porto's businesses, tourism hubs, cultural sites
- Visits to neighbourhoods outside the Historic Centre
- Interviews with entrepreneurs and creatives in the city
- Meetings with colleagues at Porto City Hall: Invest Porto, Porto Digital, Association of Porto tourism / Porto Convention Bureau
- Visit to a tourism Welcome Centre

Visits to Porto's businesses, tourism hubs, cultural sites

From those we interviewed, there was positive sentiment about Porto welcoming new global residents - bringing new ideas, new wealth and diversity to the city.



“We have a lot to offer freelance independents here, the weather, food and wine. Our co-working studio currently houses remote workers from Brazil, Israel and Spain.”

Virginia França, Manager at CRU Creative Hub

Micro Market Analysis

Meetings with colleagues at Porto City Hall

Invest Porto - meeting takeaways:

- Tourism is a key strategic goal for Porto City investment
- The perception of Porto as a sustainable city is important
- Sustainability will be a key economic driver for future investment
- Sustainable buildings are seeing the highest return
- Health is a focus of growth - Porto could explore medical / health tourism
- ICT is the biggest sector for international investment
- Invest Porto promotes its local ICT talent
- International companies and brands are investing in the city
- Relocating staff to Porto means there is a community of international relocated workers, some with families
- Percentages of current investment include: Tourism & hospitality 7% Retail 4%

The current brand perception of Porto:

- **Homegrown talent, entrepreneurship, ICT, international brands, relocators, investment, redevelopment**



**“People in Porto are friendly and open, and happy to mingle.
There are more foreigners moving and living here and doing cool things -
it’s more global and diverse than before.”**

Maria Lima, Founder, Aquela Kombucha,
the city’s first kombucha tap room and brewery

Micro Market Analysis



Meetings with colleagues at Porto City Hall

Porto Digital - meeting takeaways:

- When the team is developing a new product they are not using unified key messages, or tone of voice, to ensure products are aligned, so this key asset should be developed
- The city has the ambition to become a 'living lab' driven by data
- The strategic plan is to build an integrated ecosystem of tourism products (also for locals), including: Porto Card, Explore Porto, Visit Porto website, Shop in Porto, which all feed each other
- Porto Digital products such as Explore Porto will feed into the Open Data Portal
- Explore Porto is preparing to enter a user testing phase before being rolled out, there are bigger ambitions to add more functionality, linking ticket sales for venues, etc.
- Shop in Porto will be merged into Explore Porto - development timings are not yet identified

The current brand perception of Porto:

- **Vibrant, dynamic, cultural, hospitable, heritage, digital, living lab**

Micro Market Analysis

Porto Digital - overview of current digital products in development that will be built into the tourism offer:

- Explore Porto an app and web portal to help visitors navigate the city's public transportation, leisure and cultural offer. *In user testing phase, then needs to be promoted*
- Shop In Porto platform - gathers information about shops, products, location and promotions and allows the creation of personal itineraries. *It will be revamped and enhanced soon, with new features and including within Explore Porto*
- Porto Free Wifi network, accessible to all, with about 200 Access Points. Since 2018, more than 3.5 million devices have connected and keeps expanding to reach high tourist affluence, parks, gardens and beaches.
- Open Data Portal - to make the city digitally more accessible to all and to enhance knowledge and development.



Micro Market Analysis

Meetings with colleagues at Porto City Hall

Association of Porto Tourism / Porto Convention Bureau - meeting takeaways:

- Tourists are now interested in: nature, sustainability and wellness
- Porto city centre is crowded and tourists must be encouraged to explore the North of Portugal too
- It is a challenge to manage the influx of tourists in Porto's Historic Centre
- Ensure a balance of locals and tourists - need to avoid clashing
- Porto is the natural leader for the North of Portugal region
- Editors and journalists ask for new Porto stories, and there are not enough 'new' Porto angles to feed them
- New branding for the Porto & the North is in progress

The current brand perception of Porto:

- **Port Wine, UNESCO Historic Centre**



Micro Market Analysis

We visited a Porto Tourism Welcome Centre to better understand the visitor experience:

- The agent suggested an engaging one-day tour and highlighted landmarks on a map
- The suggested tour only focused on the Historic Centre
- The Porto Card, or free WiFi, were not mentioned without prompting
- There is no signage about the free WiFi in the centre or across the city and opening text is in Portuguese, so it is difficult for visitors to know it is available
- When asked if there was an app to get around the city - the agent did not know about Explore Porto.
- The Welcome Centre is dark - the design could be lighter, reimagined to be more consistent, welcoming and contemporary
- Porto branded merchandise - the concept could be evolved and the display made more prominent
- When asked about sustainability - a leaflet on vegetarian and vegan dining was presented, which was impressive
- When asked about sustainable accommodation - the agent did not have any information and could not provide any website listing options

Suggestions:

The agent could ask questions and according to demographic groups or interest area, offer tailored tours of the city - for example: a cultural tour exploring contemporary architectural landmarks and unexplored neighbourhoods.

See **Recommendations: New Narratives** for further ideas.

**Ensure the Visit Porto website is the hub of key information on the city,
which agents can point visitors towards.**

Micro Market Analysis

Porto highlighted accolades and awards:

- 3rd place in the [Financial Times ranking of European cities of the future](#), 2022
- 1st place in Monocle's Small Cities Index, 2021
- World Travel Awards, Europe's Leading City Break Destination, 2020
- Best start-up friendly city of Europe, World Excellence Award
- D&AD pencil award for 'Porto' Branding by White Studio, 2015
- Porto: 9th best city in the world (TimeOut City Life index)
- Porto's participates in the ["100 Intelligent Cities Challenge"](#) programme (136 cities using cutting-edge technologies to lead the intelligent, green and socially responsible recovery)

- **Portugal continually tops the rankings for 'workaction' countries and Ranked 1 in the [Work from Wherever](#) global index 2022.**



Macro Market Analysis

Travellers will desire more meaningful and considered experiences to counterbalance an increasingly turbulent world.

Travel demand is set to increase, globally, in the post-pandemic landscape. Domestic recovery, alongside 'staycations' - travellers staying longer in a destination - are current booking trends. (WTTC Trending in Travel Report, 2021).

The travel industry has, it appears, weathered the worst of the pandemic, but the global economy and political system remain unstable. Western Europe is witnessing rising inflation, due to energy price increases and the war in Ukraine, which in turn, is impacting economies globally (United Nations Briefing Report, 2022).

From extreme climate and weather events to social and political unrest, along with the impact of the pandemic and a global biodiversity crisis; **travellers' needs are shifting, in sync with a changing global landscape** (WTTC Trending in Travel report 2021).



“In this new era, city and tourism leaders will be required to prioritise strategies that not only create meaningful travel experiences to maximise the benefits of tourism for their city but also create balance as great places to live.”

WTTC Destination 2030:
Global Cities' Readiness For Sustainable Tourism Growth report.

Macro Market Analysis

TOURISM - A GLOBAL ECONOMIC PICTURE

Travel & tourism, globally, remains in recovery from the COVID-19 pandemic.

In 2020, the sector experienced a US\$ 4.5 trillion drop in GDP and losses of 62 million sector jobs around the globe (WTTC).

City tourism was particularly affected. The number of total bednights decreased by 68.5% in 2020 compared to the previous year (ECM Benchmarking report).

Leisure versus business travel: business travel and the trend for 'workcations' will continue to be an important growth area, but leisure travel, in 2020, accounted for 80.4% of total travel spending (WTTC Destination 2030 report).



Macro Market Analysis

Given the continued importance of leisure travel, increasing brand awareness and raising the visibility of a city's leisure offering must be critical to its plans; focusing on sustainable, digital and local communications storytelling. This narrative should also account for the growing number of 'staycationers' / remote workers and relocated communities.

In a recent travel survey, 82% of respondents said the COVID-19 pandemic has made them want to travel more responsibly in the future.

Virtuoso, 2021

The concept of a staycation has taken on new meaning in this era, as consumers create workcations and increasingly stay longer in destinations, given the normalisation of remote work.

WTTC Trending in Travel Report, 2021

Travel Trends and Future Directions

Key insights into current consumer tendencies and future forecasts that correspond with Porto's core objectives.

Travel Trends and Future Directions

Four key trends were identified that unify with the strategic direction of Porto.

Sustainability

Tourism that benefits people and the planet and supports net zero carbon targets.

Digital

Digital activations, social media and emerging tech (AI, metaverse) will continue to transform the visitor experience.

Health & Well-being

Demand for travel experiences that support healthier lifestyles and mental wellbeing, as well as opportunities for personal growth.

Localism

Travel is increasingly becoming about deeper immersion in a destination, staying longer and living as a local, leading to the rise in 'workcations'.

Trend - Sustainability

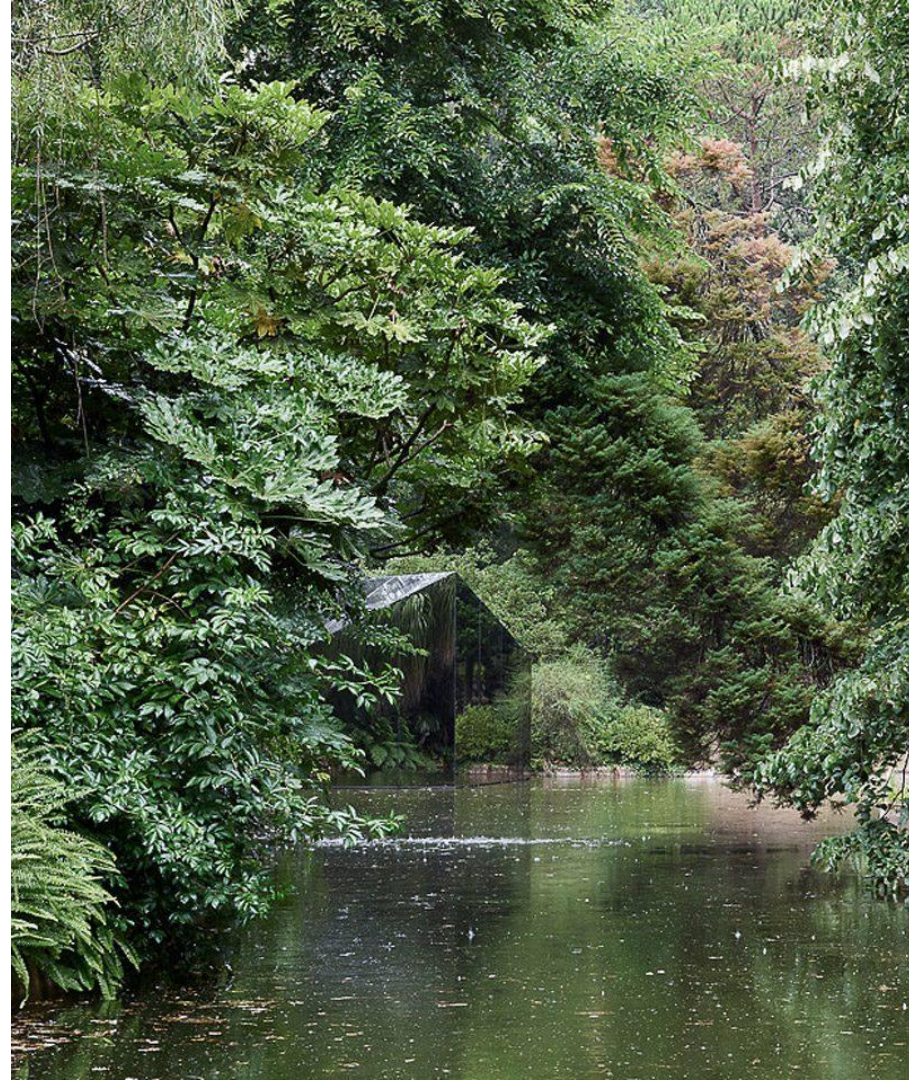
The world must now meet its greatest challenge: to halve carbon emissions by 2030 by setting net zero carbon goals.

Sustainability is changing travel for the long-term. People will demand that travel experiences and destinations support the 2030 goal and benefit people and the planet.

50% of survey respondents cited recent news about climate change had influenced them to make more sustainable travel choices (Booking.com Sustainable Travel 2022 Survey); and 35% said that the sustainability efforts of accommodations and transport providers play a strong role in their purchase decisions.

Top consumer sustainability concerns (Mintel Sustainability in Travel - UK report, 2021)

- Impact of travel on a destination
- Benefit to locals - staff wages & conditions
- Concern at impact of flying to a destination
- Waste disposal / water use



Trend - Digital

Emerging technologies will continue to transform the visitor experience digitally, enabling travellers to immersively experience a destination without leaving their couch; as well as helping tourists to better engage with a destination before they arrive, as well as while they are there.

The Metaverse is predicted to transform the travel and hospitality industry in the coming years (Forbes), by providing digital travel inspiration.

Smartphones are now essential tools for researching, booking, and sharing content, particularly for Millennials and Generation Zers.

Video content and Augmented Reality can help to tap into travellers emotions and drive excitement by showing destinations and experiences in detail and in an interactive way.



“50% of travellers with a household income of at least £50,000 usually watch online videos of a destination or hotel before booking, while 53% of short breakers in the same income group would be interested in using augmented reality to plan a short break”.

Mintel Luxury Travel Report, 2021

Trend - Health & Well-being

There is a growing demand for travel experiences that improve health, mental well-being and personal development, as part of a global wellness industry that has reached **\$1.5 trillion, growing at a rate of 5-10% per year** (McKinsey Feeling good survey, 2021).

Travellers now seek destinations, retreats and hospitality experiences that enable a connection to nature, a focus on fitness, or learning a new skill. Connecting to the outdoors is also growing in importance across all demographic groups from Gen Z to Baby Boomers. A *'heightened awareness of wellness, the desire to spend more time and money on self-care, wellness, and stress relief is likely to continue growing'*. (WTTC Trending in Travel Report, 2021)

Medical tourism - travelling abroad to obtain medical treatment - is also thriving. International spending on products and services grew by 358% in nominal terms between 2000 and 2017 (WTTC, Medical Tourism, a prescription for the Healthier Economy, 2019).

According to McKinsey (2021), people now view wellness across six dimensions: Better health, better fitness, better nutrition, better appearance, better sleep, better mindfulness



Trend - Localism

An increased demand for authenticity led travellers to seek out local experiences (WTTC, 2017), this was particularly true for Millennials, according to [ABTA](#), 2015. The trend saw a rise in locally-led travel products like Airbnb's "live like a local," App ([New York Times](#), 2016).

In the post-pandemic landscape, an American Express 2022 consumer survey found that **81% of luxury travellers agree they want to travel to destinations where they can immerse themselves in the local culture**; and **81% of respondents agree they want the money they spend while travelling to go back to the local community** (American Express Global Travel Trends Report, 2022).

Consumers on 'workcations' increasingly stay longer in destinations, even relocating for the short-term. **In a global study of eight countries in 2022, 65% of 5,500 respondents planned to extend a work trip into leisure, or vice versa** (BBC). These travellers will naturally become more immersed in the local culture and community. The growth in combining holidays with business and a 'work-from-anywhere' lifestyle was driven by the start-up technology sector, and further increased by the pandemic and remote working options.



“For luxury travellers, wellness has risen in priority. It is now just as important as indulgence and decadence.”

Skift, The New Hierarchy of Luxury Travel Needs, 2021

Competitor City Benchmark Analysis

Comparing key competitor cities to Porto:
Copenhagen, Barcelona and Lisbon.

Competitor City Benchmark Analysis

This analysis compares Porto to three competitor cities:

Barcelona, Copenhagen and Lisbon.

*much of the data within this analysis was gathered during the pandemic period, 2020

Framework applied to benchmark analysis. Cities against key criteria:

→ **Sustainability**

→ **Digital - products and presence**

→ **Lifestyle - life for local and global communities**

→ **Communications and brand**

Barcelona, Copenhagen and Lisbon were selected as competitor cities due to similar bednights rates (according to ECM Benchmarking Report) and also attracting similar traveller demographics as Porto.

Each city has '**Smart city strategies and ambitions**' and presents a unique tourism offer and set of distinct USPs, underpinned by communications planning and engagement channels.

All four cities are popular short break destinations - Porto and Barcelona are second cities, while Lisbon and Copenhagen are capitals.

Competitor City Benchmark Analysis

EXECUTIVE SUMMARY

How is Porto brand performing against the framework: Sustainability, Digital, Local, Communications and brand

Sustainability

- Porto is placing sustainability and nature at the heart of its city and tourism strategy, inline with the Portugal 2027 plan.
- Porto. 2020 Sustainable Development Report sets out the city's advancements in sustainability, from energy and water management to green spaces
- Porto has not yet built sustainability-led key messages or communicated its plans, like Copenhagen.
Porto also needs to ensure the city is ready to promote itself as truly sustainable before activating this messaging.
See: ***Sustainability in-depth***

Digital

- Porto is developing a set of digital products aimed at supporting tourists and local mobility, while collecting data that can support the city's ambitions as a 'living lab'
- Porto is engaging Smart City Strategies: Monitoring of Capacity and Resources in real-time
- The next step is to finalise these products, ensuring the highest user experience and then to begin communicating the products to local and tourist communities.

Porto is aiming for 50% CO2 reductions by 2030 (Eurocities)

Competitor City Benchmark Analysis

EXECUTIVE SUMMARY

How is Porto brand performing against the framework: Sustainability, Digital, Local, Communications and brand

Lifestyle - life for local and global communities - Porto leads the way

- Porto placed improving the lives of local people above tourism growth in its redevelopment focus, and this marks Porto out against its competitors.
- Porto's continued investment in developing the city for locals, as well as welcoming new global communities, sets it apart.
- Porto also offers a unique lifestyle, blending heritage and contemporary culture, which is entirely unique.

Communications and brand - Porto can build a communications plan encompassing: Sustainability, Digital, Local

A synergy of planning and strategy, bolstered by communications and embedded across key strategic areas - sustainability, digital and local - will be a successful brand formula that Porto should be working to emulate.

Each competitor city performs well in one or two areas of the framework, but no city achieves all four

Competitor City Benchmark Analysis

Copenhagen - city population: 805,402

Top visiting markets: Finland, Iceland, Norway, Sweden, United Kingdom, United States, China

Visit Copenhagen [website](#)

Visit Copenhagen official instagram account: 347k followers

Barcelona - City population: 4.8 million

Top visiting markets: France, United Kingdom, United States, Germany, Italy, Russia, The Netherlands

Barcelona Tourisme - [website](#)

Visit Barcelona official instagram account: 413k followers

Lisboa - city population: 2,957,000

Top visiting markets: Spain, United Kingdom, France, Germany, Brazil.

Visit Lisboa - [website](#)

Visit Lisboa official instagram account: 107k followers

All four destinations use Instagram as a key communication channel, focused on user generated content from tourists, alongside official websites and related apps.

City Rankings by International Bednights 2020

Barcelona - ranked 14th

Lisboa - ranked 16th

Copenhagen -ranked 17th

Porto (by comparison) - ranked 37th

*Figures taken from The European Cities Marketing Benchmarking Report 2020-2021- from a sample of 107 European cities.

International bednights is the number of bednights generated by all forms of paid accommodation establishments.

Competitor City Benchmark Analysis - Copenhagen

COPENHAGEN, DENMARK:
A LEADING SUSTAINABLE CITY



Themes: 'localhood', sustainability, carbon neutrality, Liveable design, 'hygge' lifestyle, New Nordic cuisine

Competitor City Benchmark Analysis - Copenhagen

Copenhagen, Denmark's capital city and cultural centre, sits across the two coastal islands of Zealand and Amager. An important centre for Scandinavian design and 'New Nordic' cuisine, Copenhagen is often rated **the most sustainable city in Europe** - and the world.

Copenhagen has transformed since the late 1980's when it was viewed as a city in decay. Industries were closing down and it was close to bankruptcy, attracting very few international visitors with little investment and development.

The city underwent a major infrastructural transformation in the early 1990s, investing US\$300 million in the last decade, to overhaul the Metro system and shift from car to bicycle use, proclaiming itself the 'City of Cyclists'. This shift changed the character of Copenhagen. It became quieter and less polluted, enhancing its attractiveness as a tourist destination. **Has reinvented how tourism is managed and developed.**



**Copenhagen has the ambition to become the world's first
CO2 neutral smart city by 2025.**

**Positioning Copenhagen through the lens of 'localhood' for everyone,
Wonderful Copenhagen (DMO) encourages the concept in the city that visitors
are not tourists, but temporary residents.**

Competitor City Benchmark Analysis - Copenhagen

COPENHAGEN PERFORMANCE

Sustainability:

- Wonderful Copenhagen's sustainability strategy 'Tourism for Good' aims to ensure that tourism has a positive impact on local and global sustainable, social, and economic development.
- 91% of the city's large convention venues and 68% of hotel rooms have a third-party sustainability certification (2018).
- In 2019, Wonderful Copenhagen became the first DMO to receive the Green Tourism Organisation certification for destinations making an extra effort for sustainability.
- To reduce the emissions from its district heating system, the city is producing heat from municipal waste. In the Nordhavn district, heating and smart-grid integration shows how electricity and heat, energy-efficient buildings, and electric transport can be integrated into one optimized energy system.





Competitor City Benchmark Analysis - Copenhagen

COPENHAGEN PERFORMANCE

Digital

2019, recognised with a European Smart Tourism Award for outstanding achievements in digitalisation the city is testing smart technologies to handle the challenges of urbanisation and climate change.

Lifestyle - life for local and global communities

People are at the centre of Copenhagen's vision, imagining that its future will be co-created by residents, industry and visitors.

There are around 250 startup companies based in Greater Copenhagen, involved in its smart city activities.

Copenhagen is also known for locally sourced and foraged gastronomy and its leading restaurant, Noma, won the world's best restaurant award in three consecutive years.

As well as public swimming in the harbour's clean waters, the 'hygge' lifestyle is part of a culture that attracts visitors to the city.



Competitor City Benchmark Analysis - Copenhagen

COPENHAGEN PERFORMANCE

Activations

Copenhagen coined themselves a '**sustainable fashion destination**', landing regular features in publications such as Dazed like [these](#) through their specialised fashion week and summits.

Home to the world's first Youth Island is a platform for young people to develop and host youth activities: From outdoor concerts and cultural festivals to adventure races and innovation camps.

Highlighted accolades and awards:

- Time Out Magazine voted Nørrebro the coolest district in the world, 2022
- 2nd place in the Global Destination Sustainability Index, 2021
- No 1 in Lonely Planet's list of cities to visit, 2019



Competitor City Benchmark Analysis - Copenhagen

COMMUNICATIONS AND BRAND STORYTELLING

Copenhagen has made a radical shift from 'marketing and promoting to others' to a new type of storytelling around the shared sense of 'localhood'.

Copenhagen doesn't just think local and global, it presents its positioning in engaging communications planning and activations. Due to the sustainable credentials and ambitions of the city, sustainability is front and centre of its communications outputs.

Competitor City Benchmark Analysis - Barcelona

BARCELONA, SPAIN:

A SECOND CITY BALANCING TOURIST MOMENTUM

Themes: cosmopolitan, diverse, art & architecture, gastronomy, overtourism



“Why this sunny and sensuous city is the best in the world”

The Telegraph (2022)

Competitor City Benchmark Analysis - Barcelona

Barcelona, the cosmopolitan capital of Spain's Catalonia region and Spain's second largest city, is one of the world's most visited cities, renowned for its art and architecture, Sagrada Família church and landmarks designed by Gaudí.

Barcelona has felt the pressures of balancing scale and concentration as it continues to benefit from Tourism economically and socially.

A leader in smart city development - adopting new technologies to make the city's mobility more energy efficient, connected, data-rich and sustainable.

Due to its global popularity, hospitality and affordability, Barcelona has historically struggled with overcrowding.

This, in turn, has negatively impacted local communities, leading to huge rental increases.

Barcelona is a case study on why tourism influx levels must be considered.



Competitor City Benchmark Analysis - Barcelona

BARCELONA PERFORMANCE

Sustainability

- Barcelona is moving towards a new model for tourism development based on the principles of sustainability, cultural diversity and social responsibility.
- 'The Catalunya 2020 Vision for Responsible Tourism' launched to outline the region, and Barcelona's strategy, as a responsible tourism destination.
- Awarded Biosphere World Class Destination certification, in accordance with Global Sustainable Tourism Council criteria (GSTC), in June 2011.



Competitor City Benchmark Analysis - Barcelona

BARCELONA PERFORMANCE

Digital - Barcelona has invested in its smart city status, a concept that encapsulates sustainability, quality and technology.

Amazing Barcelona is a newly launched public-private platform that aims to promote the digitalization of the tourism sector in the Catalan capital.

Lifestyle - life for local and global communities - Barcelona is one of the top 5 cities in terms of quality of life, according to UN-Habitat (State of World's Cities 2012-2013).

3rd European city in terms of number of visitors and international visitor spend, and 17% of Barcelona residents are foreign nationals (The Tourism Sector in Barcelona Report)



Competitor City Benchmark Analysis - Barcelona

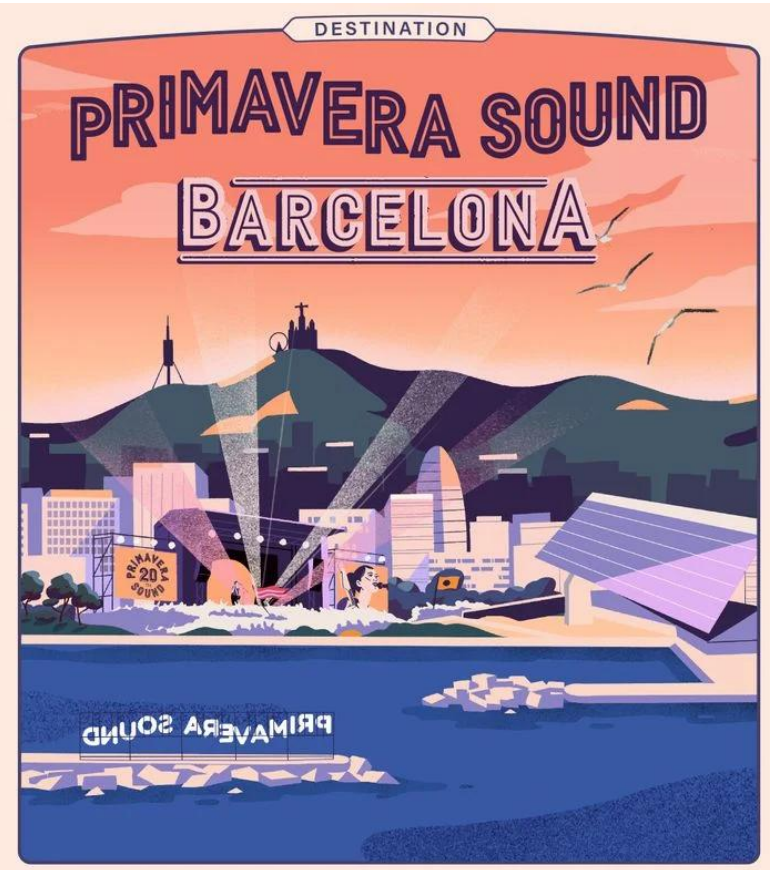
BARCELONA PERFORMANCE

Activations

- 140 music festivals a year including the renowned SÓNAR and Primavera Sound.
- La Tomatina (Tomato Fight Festival)
- Barcelona Design Week.

Accolades

- Best City Destination - The World Tourism Organization (UNWTO) | Accessible Tourism Destination awards, 2020
- 'World Travel Market' award for responsible tourism 2018
- Best gay tourism destination in the Gay Travel Awards 2021



Competitor City Benchmark Analysis - Barcelona

COMMUNICATIONS AND BRAND STORYTELLING

Post Covid-19 restrictions, Barcelona identified their niche as a destination for music lovers. The city was at the forefront of re-introducing the 'gig' culture which landed a range of press coverage, teaming up with [interactive platforms such as Dice](#) to position Barcelona as an hyper-accessible, user friendly destination within the global arena of music and festivals.

The [Visit Barcelona](#) website is strong on content strategy and planning with a rich range of storytelling and narratives including a 'Sustainable Barcelona' section, themed routes and interesting districts.

A catchy slogan on Instagram - 'Spread your love for the city' with [#VisitBarcelona](#) encourages user generated content.



Competitor City Benchmark Analysis - Lisbon

LISBON, PORTUGAL:

A CAPITAL CITY EXPANDING ITS GLOBAL COMMUNITY

Themes: heritage, arts & culture, digital nomads, start-ups, global, dynamic, cosmopolitan



**“Aiming to attract “the global creative class” the “New Capital of Cool”
is “hip, cheap and innovative”**

The Guardian 2017

Competitor City Benchmark Analysis - Lisbon

Lisbon is Portugal's hilly, coastal capital city. From imposing São Jorge Castle, the view encompasses the old city's pastel-colored buildings, the city is studded with five centuries of decorative ceramic tiles.

Lisbon has developed at speed in the last decade. Now a city with a hugely global outlook, it is favoured by tech start-ups, as well as an influx of 'digital nomads' who call the city home.

As part of its plans to be smart and sustainable, the iconic Lisbon City Hall was retrofitted as an energy efficient building, reducing energy use by 36% - an example of how a public service building can improve its energy use and still maintain its architectural features.

Lisbon's urban development strategy is committed to €307 million investment in related projects (Programa Operacional Regional de Lisboa 2020 - Smart Cities). **The main objectives are to:** Attract more inhabitants by improving the quality of housing and smart living services.

Attracting more entrepreneurs - Broaden access to higher education; and improve quality of life through measures for energy efficiency, mobility and social cohesion.

Local regeneration and citizen participation are also core city priorities. Lisbon is developing as a smart city through the [Sharing Cities](#) programme.

Competitor City Benchmark Analysis - Lisbon

LISBON PERFORMANCE

Sustainability - Lisbon is improving mobility through a low-emission zone, better air quality, higher adoption of e-vehicles and public transportation.

Due to its hilly topography, Lisbon implemented an electric bike sharing scheme, via the Sharing Lisboa app, as well as scooter rental services.

E-bike scheme led to a 38% modal shift from the bus, 16% from cars, and generated 20% new trips. 26% use the scheme daily.

160 Electric Vehicles were procured by the municipality of Lisbon for its car sharing scheme.

The city has retrofitted 4,000 lampposts to LED, which are also equipped with environmental sensors to monitor air quality temperature or humidity levels. (Data provided by Sharing Cities)



Competitor City Benchmark Analysis - Lisbon

LISBON PERFORMANCE

Digital - Lisbon was named [Top city for digital nomads](#) - becoming a key city for remote workers, drawn to its cafes, internet speed, and climate (Bloomberg)

Digitising e-bikes has enabled a system that generates incentives for users to move bikes from overcrowded docking stations to meet demand forecasted in other locations. (Smart Cities)

Lisbon's Urban Sharing Platform integrates data from a range of sources, including: smart parking, e-vehicles, electric vehicle charging, energy consumption sources - implemented by Altice Labs, a Sharing Cities partner. (Data provided by Sharing Cities)

Lifestyle - life for local and global communities - Lisbon has attracted a range of co-workspaces housing tech and creative companies to open in the city - including London-based [Second Home](#).

A guide to housing in Lisbon was created by Turismo de Lisboa to support relocation.

New cultural spaces have reinvented the social lifestyle of the city for new global communities and locals, including the LX Factory and Time Out Market.



Competitor City Benchmark Analysis - Lisbon

LISBON PERFORMANCE

Activations:

- Rock in Rio Lisboa and Nos Alive annual music festivals.
- Hosts the annual Web Summit tech conference.

Highlighted accolades and awards:

- World Travel Awards - Turismo de Lisboa awarded Europe's Leading City Tourist Board 2020
- World Travel Awards - Lisbon awarded World's Leading City Break Destination 2020
- Port of Lisbon wins World Travel Award for the Europe's Leading Cruise Port 2020



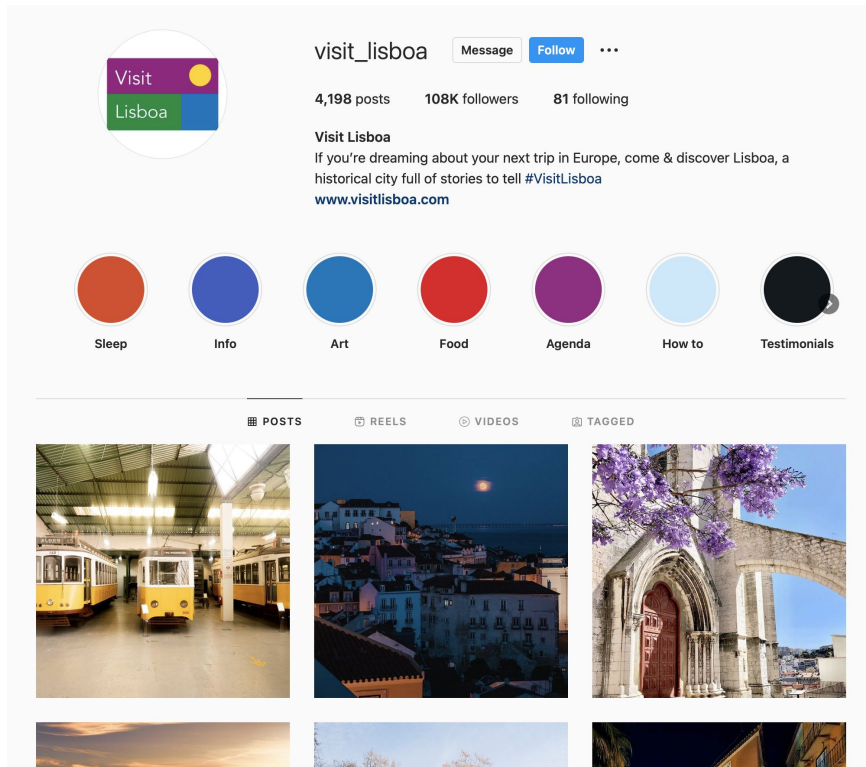
Competitor City Benchmark Analysis - Lisbon

COMMUNICATIONS AND BRAND STORYTELLING

Visit Lisboa, the city's tourist organisation, has invested in tourism campaigns and digital content.

The Visit Lisboa website covers a broad range of stories about the city, focusing on alternative cultural venues like LX Factory - on the city's outskirts - alongside more popular attractions like Ponte 25 de Abril bridge to provide dynamic narratives to attract a range of age groups and interests.

Visit Lisboa also focuses on producing dynamic video content - through - **Lisboa Stories YouTube series** - to engage diverse audiences.



'Porto' Brand Strengths, Weaknesses, Opportunities and Threats

Identifying Porto's Strengths, Weaknesses,
Opportunities and Threats.

'Porto' brand SWOT analysis

STRENGTHS

- A strong cultural offer - landmark buildings, heritage and contemporary retail, galleries and cultural venues.
- UNESCO World Heritage Historic Centre.
- A thriving gastronomic scene, ripe for storytelling.
- Porto wine production, gateway to Douro Valley wines and a burgeoning natural, organic wine movement.
- A stronger tourist presence in the last decade.
- A growing global community of relocators and remote workers.
- Porto as an extremely 'livable city' marks it out against its competitors.
- Local life was placed above tourism growth in the city's development.
- Brand perception - positively captured across media and interviews as - cosmopolitan, innovative, 'can-do', cultural
- Recognisable logo and visual identity, consistent across the city.

'Porto' brand SWOT analysis

WEAKNESSES

- Porto core messages lack momentum and clear synergy across communications channels.
- Brand perception - falls back on existing USPs e.g port wine, UNESCO, which won't attract new target audiences and is leading to overcrowding in the city centre.
- Lacking new narratives about undiscovered parts of the city and surrounding areas.
- Visit Porto website ranking extremely low in Google search - should be the leading website resource for visitors and ranking highest in Google.
- The Visit Porto website is not providing key messages and new narratives to engage key audiences.
- Synergy is required across Porto City Hall tourism products - Explore Porto and the Visit Porto website, for example.
- Brand is lost among regional comms partner: Visit Porto and the North and private tourism companies across communications channels.
- Insight and intelligence - the city lacks readily available data on its tourist demographics.
- Hospitality offering - need a clear brand offer to attract international hospitality brands aimed at target audiences and thematic framework

'Porto' brand SWOT analysis

OPPORTUNITIES

- By ensuring local life remains the top priority for Porto - enhanced by effective communications - tourism will grow at sustainable levels.
- The city has big ambitions for 2023 onwards with a large-scale Master Plan development planned for the Eastern part of Porto in the next decade, prioritising employment and housing with a new landmark building - Matadouro de Campanhã.
- Porto is better connected to the European rail network than Lisbon, but is currently not promoting rail links to potential visitors. Porto-Madrid - (5 hours for example)
- Locally made and produced products abound in Porto and this is a key sustainability angle to be leveraged by the city.
- Neighbourhoods outside the centre remain unexplored and are ripe for communications storytelling narratives.
- City centre development includes: Mercado do Bolhão and Batalha Centro de Cinema
- Metro extension programme (new accessible destinations to promote)
- International brands and businesses are moving into the city at lightning pace.
- Portuguese retail brand Farfetch has also announced the FUSE Valley sustainable development in Matosinhos, set to open in 2025, as its headquarters and a fashion industry hub.
- New team members with new ideas joining Porto City Hall.

'Porto' brand SWOT analysis

THREATS

- Tourists are returning to Porto in pre-pandemic numbers and tourism is concentrated in the Historic Centre.
- Tourism is vital to Porto's economy, but without sustainable growth, it could lead to 'overtourism', overcrowding, and decrease in quality of life for local people.
- Tourists are more concerned than ever about the negative environmental and cultural impacts of tourism and sustainable-led communications must be embedded.
- Porto is not yet communicating around sustainability - future visitors will expect this to be in place.
- Continued acceleration of climate change weather conditions will see tourism tilt more towards sustainability.
- Promoting a destination as sustainable must be approached with caution. Action plans must be implemented before communications activity can commence - or run the risk of greenwashing* which presents a huge brand risk.
- Relying on air travel alone - think about clearly defined train routes from across Europe with incentives for train travel, alongside air travel.
- Predominantly, airlines flying into Porto are low cost, which will attract mass-tourism over high-spend, luxury tourism. The city needs to attract high-end airlines to run Porto routes.
- Losing out to competitors in the digital sphere - all communications must be digitally led.
- Rapid digitalisation will mean any destination without a clear and effective digital offer will lag behind its competitors.
- Porto has a range of digital products in development, but if these products are not completed and promoted at speed, there is a risk that they will become obsolete, as new technologies take over.
- Ensure tourism supports and coexists with business investment. The City must maintain its market share.
- Private companies are offering free city walking tours and are easily found through google search - the Porto narrative or experience can't be controlled.

***Greenwashing** - making false claims that your company or products are environmentally friendly.

Target Tourist Analysis

An analysis of target tourist demographics for Porto, according to economic status and age, from Generation Z to Baby Boomers.

Target Tourist Analysis

Four traveller demographics were identified and profiled to highlight their requirements, travel motivations, and the key channels of engagement.

Generation Z - born 1995-2003

Millennials - born 1981 -1994

Generation X - born 1965-1980

Baby boomers - born 1946 -1964

Targeted segments have also been identified across all four demographic groups:

- **HNWI** - high-net-worth individuals with \$1 million in liquid financial assets (Forbes 2022)
- **Luxury travellers** - those with a household income of at least £50,000 (€58,000) (Mintel, 2021)
- **Relocators** - individuals who have relocated, or would look to relocate to Porto in the short/medium/long term.
- **Higher spending cultural purists** - who use travel as an opportunity to immerse themselves in an unfamiliar culture, break away entirely from their home lives and engage sincerely with a different way of living (Amadeus 2020)

Luxury Travellers

Luxury travellers are defined as those with a household income of at least £50,000 (€58,000) per annum (Mintel 2021)

Experience is the new currency for luxury travellers

For high-spending demographic groups, luxury is no longer about traditional statements of wealth, like designer fashion labels and cars.

New definitions of luxury are defined as: experience, authenticity, transformation, sustainability, self-fulfilment, personalisation, privacy, crowd-free, indulgence, wellness, pampering, high quality service.

79% of luxury travellers would like to pack as many activities/experiences as possible into a holiday, especially those aged 16-44 GenZ to Gen X (MINTEL Luxury Travel Report 2021)
75% of luxury travellers would also like to do more to minimise their impact on the environment whilst travelling ().

51% of luxury travellers in the UK think it is possible to have a luxury experience in an Airbnb property. Agreement is particularly strong among younger luxury travellers (70% of 16-34 year olds, 60% of 35-54 year olds and 27% of over-55s).

Luxury Travellers

High-net-worth individuals - those with \$1 million in liquid financial assets (Forbes 2022) are a key demographic group in luxury travel.

Global Growth of luxury travellers

Future luxury travellers will be more global than ever before, as emerging affluence from Africa, the Middle East and Asia Pacific tips the balance of wealth. From now until 2030, the number of travellers from Brazil, Russia, India and China (BRIC) countries will also increase. (European Commission, Emerging Markets)

The luxury travel market is buoyant

and predicted to grow from US\$945.6 billion in

2019 to US\$ 1.12 trillion by 2027 globally (Mintel

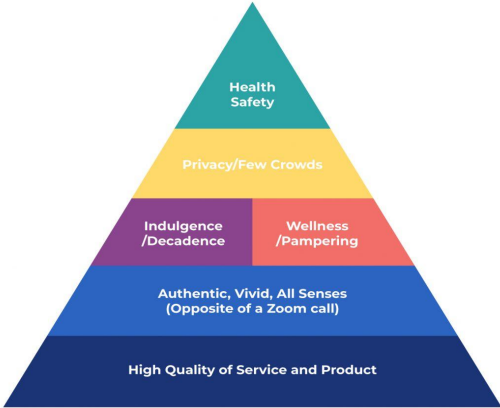
Luxury Travel - UK report, 2021)

Luxury travellers are most likely to do the following on their most expensive holiday in the next three years:

- Stay in five-star or above accommodation.
- Spend either £1,000+ per head for a break of 1-6 nights
- Spend £1,500+ per head for a holiday of 7-13 nights

Hierarchy of Luxury Travellers' Needs

The New Hierarchy of Luxury Travel Needs



Source: Skift April 2021 updating of a chart concept that first appeared in "Shaping the Future of Luxury Travel Future Traveler Tribes 2030," by Amadeus, with support from Connections, based on 2016 data. Skift updated the hierarchy based on interviews with experts on what they're hearing from luxury travelers about their needs today.

Shaping the Future of Luxury Travel | Future Traveller Tribes 2030 report, Amadeus, updated by Skift, 2021

“To survive as creative entrepreneurs we need tourists with high spending power - the cost of our products is high. Our customers tend to be aged in their 30s and 40s for internationals and between 50 and 70 for Portuguese.”

André Ramos, co-founder, SCAR-ID design and art stores,
in Porto centre and Bombarda Art District.

Demographic profiles - 'personas'

GEN Z - TRAVELLER PROFILE

Economic positioning & spending habits: seek authenticity and affordability.

Global brands they engage with: Google, Ben & Jerry's, Lululemon

Values: as activists, they care most about causes like climate change, gender diversity, social justice and animal welfare. They want to understand the impact their choices have on the environment and will analyse decisions.

Travel preferences: they care about the environmental impact of travel, seeking cleaner transportation options (trains, cycling, walking) and exploring lesser-known neighbourhoods to 'live like a local' when travelling.

Communications channels: social media driven - led by: TikTok, Instagram and Snapchat (the platform's largest user group), YouTube.

Example UK/US Media titles read by this age group: Vogue, Refinery29, one quarter of Wall Street Journal readers are Gen Z.



Demographic profiles - 'personas'

GEN Z - TRAVELLER PROFILE

Communications preferences - Increasingly, Gen-z are developing an understanding of Instagram and Facebook sponsorship - even when the promotion is covert and the transaction opaque. For this reason, TikTok is now a destination for quick, bite-sized, authenticity and trustworthy recommendations.

Digital technology and social media have shaped their lives. The iPhone launched in 2007, when the oldest Gen Zers were 10. By the time they became teens, their primary means of connection was the web and mobile devices.

Gen Z didn't just grow up with social media, they grew up with video-first social media and this informs their content choices.

Accustomed to subscription-based models, paying monthly for content providers and services such as Netflix, Amazon and Spotify.

This generation will choose to trust an influencer over a celebrity and use social media to find places to eat, drink, visit and explore a destination.



Demographic profiles - 'personas'

MILLENNIAL - TRAVELLER PROFILE

Economic positioning & spending habits: connect and experience rather than consume, dominant future luxury travellers.

Global brands they engage with: Apple, Nike, and Amazon (Business Insider)

Values: climate awareness, social consciousness, inclusive practices, openness, tolerance

Travel preferences: ecotourism and experiences in nature: hiking, festivals - connecting with locals (think Airbnb's Local Host initiative). They are also at the forefront of emerging travel trends, such as bleisure and sustainable travel.

Communications channels: TikTok, Instagram, Facebook: Millennials make-up 31.5% of all FB users (Sprout social).

Example UK/US Media titles read by this age group: Highsnobiety, Dazed & Confused, Conde Nast Traveler

Communications preferences - Most Millennials entered the workforce facing the height of an economic recession and were faced with greater uncertainty. Millennials came of age during the internet explosion. Social media, constant connectivity and on-demand entertainment and communication are innovations Millennials adapted to. More than nine-in-ten Millennials (93%) own smartphones (PEW).

According to a study by ITB Berlin and IPK International, more than half of international luxury trips are taken by Millennials. They spend more of their discretionary income on experiences and crave authenticity. (CITE)



Demographic profiles - 'personas'

GEN X - TRAVELLER PROFILE

Economic positioning & spending habits: financially secure and in prime working years, raising families, key luxury demographic

Global brands they engage with: Apple, Nike, Netflix, Ford

Values: family, convenience, authenticity

Travel preferences: All-inclusive, wellness retreats

Communications channels: Twitter, Instagram, Facebook

Example UK/US Media titles read by this age group: The Times, New York Times, Monocle, Guardian

Communications preferences - Aged in their 30s and 40s, many Generation X have established careers, and started families. They have two decades in the work market and are in their prime working years. This generation grew up as the technical revolution was just taking hold. Their media choices are broader than any other demographic, as they have seen technology dramatically change the world and have adapted, while still embracing traditional media platforms. 90% of Gen Xers now own a smartphone.



Demographic profiles - 'personas'

BABY BOOMER - TRAVELLER PROFILE

Economic positioning & spending habits: global average gross income is forecast to be the highest across all age groups by 2030. Compared to other generations, baby boomers have more time and money, and can travel for leisure at all times of the year

Global brands they engage with: Kelloggs, Cosco (visual capitalist)

Values: family, security & safety, health & wellness

Travel preferences: activities, products and services that help them stay healthy and active for longer.

Communications Channels: Twitter, Facebook (though still relatively small user base). Prefer telephone, over text or social media.

Example UK/US Media titles read by this age group: The Telegraph, New York Times, Robb Report

Communications preferences - By 2025, the baby boomer generation will account for 20% of the European population (CBI).

They grew up as television expanded, which changed their lifestyles and connection to the world in fundamental ways. Baby Boomers continue to trail both Gen Xers and Millennials on most measures of technology adoption, but adoption rates for this group have been growing rapidly in recent years.

Boomers are now far more likely to own a smartphone than they were in 2011 (68% now vs. 25% then), leaving 32% of this important demographic not engaged.



Millennials and Generation Z

Millennials and Generation Zers are digital natives who grew up using online platforms and social media.

Natural activists, these generations believe that their personal choices make a difference in the world, and they take action on issues that matter, sharing their opinions via online platforms and social media channels. (DELOITTE, 2021)



Millennials and Generation Z

Travel choices

- Show a greater preference for independent travel and tend to take shorter trips than older demographics, using intermediary giants TripAdvisor and Booking.com at higher rates (MINTEL - young travellers report)
- Travel more readily than Gen X and Baby Boomers with a more positive outlook.
Showed the greatest willingness to travel in the short term following the COVID-19 pandemic.
- Took more international holidays than domestic ones before the pandemic and spent around three times as much on overseas trips as domestic ones.

Smartphone-first booking and inspiration - When planning, booking and choosing where to go, these generations seek out engaging and interactive content online and on social media. Visa found that Gen Z are predominantly booking through smartphones.

In a survey of French and Spanish people aged 18 to 23, 70% cited Instagram as their first source of travel inspiration.

WTTC Travel Trends Report

Millennials and Generation Z

Activities and lifestyle choices

- Fitness, wellness, adventure and thrill-seeking are a growing focus for younger travellers post-pandemic.
- Remote work is growing in popularity, especially among the younger workforce who have higher levels of mobility.
- Students and young professionals are now more likely to extend their trips while working remotely and there are now 18 countries offering visas for remote workers. (WGSN, Travel Trends. 2022).

Influencer fatigue - Increased knowledge of the transactional nature of advertorial or sponsored content has led to a demand for authenticity. Choose smaller influencers (nano or micro) who have built a loyal community with high engagement rates.

Content should be geared towards non-scripted storytelling, humour and culturally relevant content as well as deals / incentives summarised in a bite-sized video. These are the key distinctions between Gen Z's and millennials social media consumption.

Gen-z and millennials will routinely interrogate the content of traditional influencers and seek an authentic representation of travel destinations. The rising tension between the professionalisation of instagram influencers and their need to remain authentic can standardise content to a degree that creates a disconnect with audiences. (Bakhtiari, 2020).

“Eager adventurers are seeking out physical activities, especially those fuelling the outdoor boom, such as camping, cycling, hiking and geocaching – which have seen a spike in participation during the pandemic”

WGSN, Travel Trends, 2022

Generation X and Baby Boomers

Gen Xers and Baby Boomers bring higher spending power and are more financially and emotionally secure than younger generations. They are also influenced by a broader range of communications channels.

Editorial reviews in travel columns of popular magazines and newspapers will have impact, as well as TV commercials. Social media content is important too, but will only reach those that engage.



“Even adventurous travellers within this demographic bracket are more likely to seek travel options that are secure, comfortable and convenient.”

WGSN, 2022

Generation X and Baby Boomers

Activities and lifestyle choices

- Travel to spend more time with friends and family.
- Show an interest in authentic experiences and getting to know locals.
- Seek new experiences, participate in active holidays, which may also include sightseeing and discovering new cultures.
- All-inclusive and wellness retreats are popular to relax and focus on health and wellbeing.
- Dubbed 'revenge shopping' by Mintel (2022), Gen X and Boomers are looking to make up for lost time 'after' the pandemic.

With notably more spending power than younger generations, they are actively seeking pleasurable travel experiences.



Strategic Proposition for the City of Porto

The foundation of Porto's strategy: aim,
objectives and the unique selling proposition.

Strategic Proposition - Aim

Positioning Porto as the ideal destination for long-stay visitors and international, relocated communities. Attracting medium to high-net-worth demographics by framing Porto as a world-leading leisure and business hub. Improving the quality of tourists by negating high-volume, short-stay mass tourism. Adapting to changing tourism trends in the post-covid era and leveraging the potential of Porto's diverse neighbourhoods and public spaces through the strategic dispersal of demographic groups.

Strategic Proposition - Objectives

- 1. Cohesively interlinking key messages with activity proposals to create new narratives that can be communicated through press and digital communication channels (long-stay tourism, post-covid travel trends).**
- 2. Weaving local communities and relocated internationals into Porto's social fabric, targeting both groups and developing business opportunities. Fostering global - local hybridity to create an environment that makes tourists feel like temporary residents of Porto.**
- 3. Nurturing Porto's sustainable ethos by further developing industry events, gastronomy and artistic installations.**

Porto's Unique Selling Proposition

How can Porto's proposition meet the needs of its target demographics?

- Porto: committed to a sustainable future for all.
- A dynamic contemporary culture is flourishing across architecture, art & design, crafts, fashion, gastronomy and wine.
- UNESCO historic centre that juxtaposes Porto's city lifestyle and infrastructure that allows for accessible connectivity for greater mobility and freedom (an ideal environment for staycations).
- An invitation for locals and internationals to join Porto's global community and become part of the city's fabric.

'Local' and sustainable lifestyle - examples that can be leveraged:

- Locally-made produce and products and circular design, from cork furnishing, to ceramics to fashion.
- Douro Valley wines - produced locally. Alongside a vibrant natural wine movement celebrating biodynamic and organic wines.
- Plant-based, vegan and vegetarian dining options popping up across city.
- "Porto de Tradição" promoting traditional and contemporary retail enterprises supported by mobile app and platform "Shop in Porto"



Communication Channels & Key Messages

Identified channels of communication and corresponding messages that Porto should focus on.

Communication Channels

Identifying and instrumentalising the core communication channels to promote the 'Porto' brand will be vital to maximising reach and encouraging the proactive engagement of its respective audiences.

Instead of using an omnipresent approach, we will delineate the most relevant traditional, digital and alternative media pathways to take, each responding to the specific needs of the demographic groups.

Focus on TikTok content development:

TikTok should become a core focus on Porto's communication channels, especially when reaching out to the Gen Z audience.

Platforms identified, but not yet implemented by PCH:

TikTok, LinkedIn, Twitter

Streaming platforms: Netflix, HBO etc

This section will also address the core messages that Porto should focus on conveying through each channel. These messages are aligned with current travel and demographic forecasting reports, tailored to Porto's core selling points.

Communication Channels

GEN Z & MILLENNIALS

The digital landscape was dominated by travel influencers and bloggers who shared aspirational imagery of destinations, encouraging their followers to visit.

With the emergence of TikTok, and younger generations becoming increasingly aware of the deliberate glamorisation tactics of influencers and their sponsors, this audience has become more inquisitive.

Gen Z and millennials will routinely interrogate the content of traditional influencers and seek an authentic representation of travel destinations.



Key terminology: Smartphone first approach, digital research, affordability and incentives, digital nomads, authenticity, organic content, interactive explorations, influencer fatigue

“Short-form videos are here to stay, though. In 2021, TikTok overtook Google as the most-visited domain and superseded Facebook as the most popular social media domain, according to Cloudflare”

WGSN, 2022

Communication Channels

GEN Z & MILLENNIALS

Instagram continues to be an important channel for Porto's tourism. Where travel pertains to aspirational, photography-led content, the usage of Instagram should remain prevalent.



TRADITIONAL PUBLICATIONS AND MEDIA OUTLETS FOR GEN Z & MILLENNIALS:

- Dazed & Confused
- i-D
- Vice
- Nylon
- Suitcase
- Vogue
- Highsnobiety
- Refinery29

VOGUE
VICE
DAZED
NYLON
HIGHSNOBIETY

Communication Channels

BOOMERS & GEN X

Porto should choose traditional communication channels that convey a sense of stability, trustworthiness and luxury.

PUBLICATIONS THAT FALL INTO THIS CATEGORY INCLUDE:

- Condé Nast Traveller
- Times Travel
- Forbes
- Harper's Bazaar
- Wallpaper
- Elle Decoration
- National Geographic Traveller UK / US
- Financial Times + How To Spend It supplement
- Monocle
- The Telegraph
- World of Interiors
- Vanity Fair
- Harper's Bazaar
- Robb Report
- Tatler

KEY TERMINOLOGY: Economic influence, post-vaccine travel surge, embracing escapism, security, safety, convenience, holistic wellness

Condé Nast
Traveler

Forbes

Harper's
BAZAAR

Wallpaper*



MONOCLE

Key Messages

Freedom of expression

Genuine cultural experiences

Authenticity

Inclusivity and acceptance

Cause-driven and proactive

GEN Z

& MILLENNIALS

Information-led content

Environmental awareness

Escapism

Hyper-aware

Key Messages

Building relationships

Mindfulness

Authenticity

Intentionalism

BOOMERS & GEN X

Rest-centred experiences

Tranquility

Advice

Positive emotive connotations

Well-being

Strategic Visions and Recommendations

Proposed, implementable activities based on previous analytical insights and primary, qualitative data.

Strategic Visions and Recommendations

INTRODUCTION

Activations must drive the Porto brand by connecting visitors and locals and inviting them to explore the city in new ways.

Activities should draw crowds to discover lesser-known neighbourhoods and landmarks, encourage community and engagement in local life and culture for those settling short-term, or relocating, in the city.

Whether in-person, virtual or hybrid, activities should focus on long-term impact by nurturing the existing infrastructure and encouraging greater cross-industry synergy.

Strategic Visions and Recommendations - Index

STRUCTURE

These ideas are categorised by overarching themes:

1. Press and communications
2. Porto brand experience and new narratives
3. Community & culture
4. Sustainability & greening the city
5. Health & wellness
6. 'Glocal' new local / global communities
7. Media engagement and digital

FRAMEWORK

1. Executive summary
2. Leading, illustrative concepts (who, what, when, where, why)
3. Additional thoughts and tips of implementation

PRESS & COMMUNICATIONS

EXECUTIVE SUMMARY

Strategic public relations and communication approaches should be implemented to maximise the ROI of all in-person and digital activations as well as activity proposals.

This section will illustrate how to best place Porto in mass media, using traditional and digital channels. Utilising dependable public relation tools, this section explores how to introduce and secure press coverage for Porto.

Strategic Visions and Recommendations

PRESS & COMMUNICATIONS

Concept - The ultimate Porto experience

- Invite individual editors and journalists on **bespoke press trips to Porto**, tailored around specific narratives, which correlate to the city's unique selling points (**digital infrastructure, sustainable outlook, wellness**) as well as the specialised focus of the invitee (historical architecture, luxury destination).
- By dedicating a planned trip to an editor with a focus that matches their interest, you will offer enough support to encourage the subsequent release of an in-depth press feature.
- While group press trips are more common and still useful, an individual invite will make the journalist feel valued and appreciated for their work.

Strategic Visions and Recommendations

PRESS & COMMUNICATIONS

Concept - The collective Porto experience

- Invite a **group of travel and tourism journalists to a Porto press trip**, ensuring that their area of interest matches Porto's offers
- Create an itinerary that accurately depicts Porto's range of regions and corresponding activities
- Consider structuring these trips around **seasonal focusses** and key events (e.g. luxury wine tasting in summer)



Strategic Visions and Recommendations

PRESS & COMMUNICATIONS

Concept - Porto's celebrity factor

- Identify appropriate **advocates and spokespeople for the city**. Introduce key profiles from the city of Porto to speak to the press and invite editors to interview people of importance.
- Ensure that you brief these individuals so that they speak about Porto even if the interview or story is focused on them as an individual.
- Work together with talent agencies and celebrity agents to formulate news-worthy stories around prominent Porto personalities (such as Sara Sampaio) who can help **indirectly promote the city**.

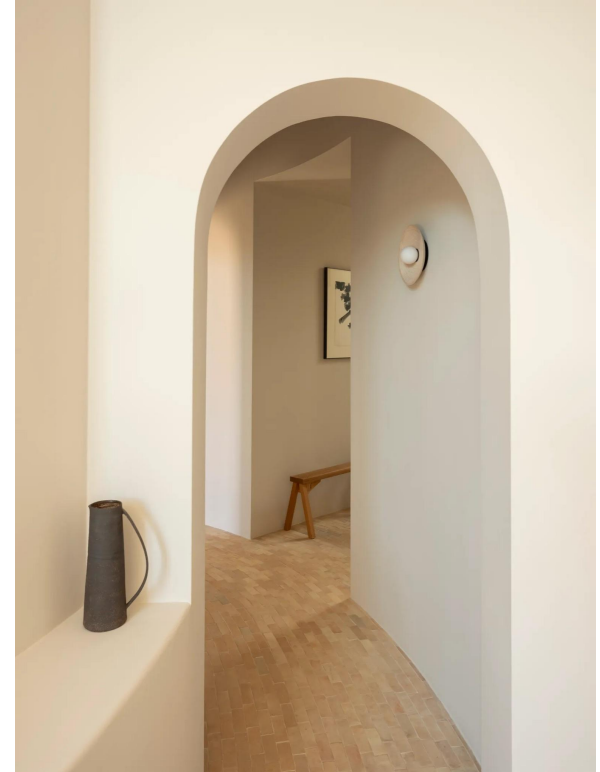


Strategic Visions and Recommendations

PRESS & COMMUNICATIONS

Concept - Porto's mainstream visibility

- Allocate budget to **regular advertorial press placements** within larger publications that might be more difficult to secure organically.
- Co-create content with these publications and focus on regional stories that promote Porto through engaging storytelling.
- Dependent on the demographic focus, consider **sponsored content collaborations with macro influencers and travel inspiration pages on Instagram**. It's important to allocate budget to social media too, treating this as an alternative pathway to increased visibility with a Gen Z - Millennial focus.



Strategic Visions and Recommendations

PRESS & COMMUNICATIONS

Additional thoughts and ideas of implementation

→ Don't neglect public relations.

While press and public relations overlap, it can be of benefit to categorise each independently, to widen the scope of Porto's outreach.

A public relations pathway example: select key personalities from Porto or even international personas (influencers, celebrities successful entrepreneurs with a passion for Porto). Involve these individuals in international industry events and panel discussions that are relevant to Porto's key messages.

All activities proposed in this strategy should be supported with traditional press, or digital communications pathways in mind. For instance, consider live streaming important in-person events on Instagram. For press outreach, develop stories that embed the Porto's key values of digitalism, sustainability and more.

'PORTO BRAND EXPERIENCE' AND NEW NARRATIVES

EXECUTIVE SUMMARY

Challenge tourists and locals to view Porto from different perspectives by introducing new routes through the city, alongside branded experiences that deviate from the traditional tourist offer.

The goal is to raise awareness of Porto's less obvious neighbourhoods and activities, and demonstrate the versatility of Porto as a destination for long-stay tourism.

Strategic Visions and Recommendations

'PORTO BRAND EXPERIENCE' AND NEW NARRATIVES

Concept - Label Of Trust

- Reward businesses and independent tourist agents with a 'label of trust' that indicates their commitment to **Porto's manifesto**.
- The manifesto could be a guide for local businesses - local shops, for instance, to follow sustainable, digital and global practices and share Porto's key messages with the tourists and visitors they engage with (user friendly website, English-speaking staff etc.)
- An incentive could be promotion for these businesses through Visit Porto channels - website, Explore Porto, social media
- Free training courses and workshops can be offered to support these independent businesses to become more visitor friendly.

Strategic Visions and Recommendations

'PORTO BRAND EXPERIENCE' AND NEW NARRATIVES

Concept Examples - New routes through the city (1)

- **Create new routes through the city to encourage visitors to explore lesser known neighbourhoods and public spaces and areas outside the city.** Tailor tours to identified demographic groups and encourage engagement with Porto communities and alternative lifestyles.

→ ILLUSTRATED MAPS

For use in print and digital, collaborate with Porto-based illustrators and map-makers to plot out new city routes in a series of designed maps that could explore e.g: architecture & design, nature & sustainability, unexplored neighbourhoods.

Taking the idea of [Blue Crow Media guides](#)



Strategic Visions and Recommendations

'PORTO BRAND EXPERIENCE' AND NEW NARRATIVES

Concept Examples - New routes through the city (2)

→ **Culture untapped** - for Gen Z and Millennials

Stop at the city's first Kombucha taproom and brewery, explore Fontainhas community gardens then head to one of the neighbourhood's cafes and the [Senhora Presidenta](#) art gallery, all in Bonfim.

→ **Surf & explore** - for Gen Z and Millennials

Surf schools are exploding in Matosinhos, so map out a guide to accessing a day-long surf lesson ending with a vegetarian lunch or dinner at [Terraria](#) - a local concept plant store and vegetarian cafe, or [Fava Tonka](#) vegetarian restaurant - two of the city's most exciting sustainable dining options.

Strategic Visions and Recommendations

'PORTO BRAND EXPERIENCE' AND NEW NARRATIVES

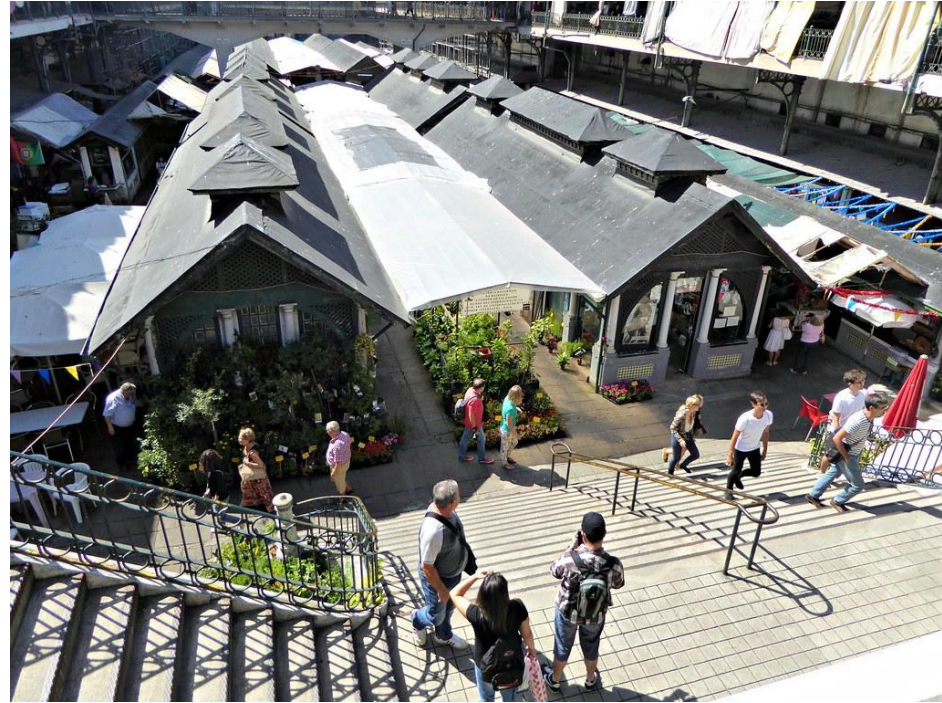
Concept Examples - New routes through the city (3)

→ Creative neighbourhoods explored - for Gen X and Boomers

Explore galleries, restaurants, cafes and independent stores in Boavista, Bonfim, Bombarda - and key sites, like Museu Serralves and gardens, Rem Koolhaas' Casa da Música, Centro Portugues de Fotografia, São Bento Railway Station

→ Nature and the sea - Gen X and boomers

Spend the afternoon at Serralves park and villa, and end with the best seafood in the region at Matosinhos, travelling back to the city by Metro. Leave the city and visit the Peneda-Gerês National Park (1.5 hours drive) for a day. Head back to the Parque da Cidade (City park), Jardins do Palácio de Cristal and visit the beach in Foz.



Strategic Visions and Recommendations

'PORTO BRAND EXPERIENCE' AND NEW NARRATIVES

Concept Examples - New routes through the city (4)

→ **Architecture and design** - Millennials Gen X and boomers

Promote the city's wealth of architectural masterpieces and restored heritage buildings in a tour that merge heritage and contemporary design, as well as modernist masterpieces designed by Siza, Art Deco cultural buildings and Casa da Musica.

→ **Heritage meets innovation** - all demographic groups

Visit reimagined spaces and new creative culture - in Bombarda, [CCBombarda](#) combines Fashion and Jewellery, Gastronomy, Art and Culture. In one space you can find restaurants, concept stores and emerging creators that present emerging creative ideas in Porto.

→ **Encourage exploration outside the city** - all demographic groups

Matosinhos, Foz, Douro Valley City Park, Peneda-Gerês National Park (1.5 hours drive)



Strategic Visions and Recommendations

'PORTO BRAND EXPERIENCE' AND NEW NARRATIVES

Concept - Welcome visitors in key locations

- The current tourist welcome centres and kiosks are clustered in the city centre.
- To encourage visitors to explore Porto in new ways, develop creative pop-up tourist welcome spaces (mini centres) in key locations: airport, train station, Rua Santa Catarina.



The welcome spaces could include:

- Trained agents primed to ask questions based on demographic personas and interests.
- Maps highlighting alternative routes through the the city and beyond.
- Sustainability, nature and wellness activities visitors can engage in.
- Events programme (advertised on a digital screen)
- Porto video content (displayed on a digital screen)
- Information on Porto Digital products and how to access - the Porto Card, Explore Porto, free Wifi around the city.
- Visit Porto merchandise display.

Strategic Visions and Recommendations

'PORTO BRAND EXPERIENCE' AND NEW NARRATIVES

Concept - Work with local advocates

- Work with **creative locals, artists and entrepreneurs as alternative tour guides** - also feature these selected locals on **social channels** - to help drive new narratives of the city and show Porto's human voice.
- There are some fascinating creative voices across ceramics, gastronomy and design, like the creatives featured in [Time Out](#).



COMMUNITY & CULTURE

EXECUTIVE SUMMARY

Nurturing Porto's local community by honouring and celebrating cultural practices further aids its positioning as a creative, metropolitan destination that attracts large numbers of visitors each year. Nourish the social fabric of Porto by inviting locals, relocated communities and tourists to come together for special events.

These inclusive activities will ensure that everyone feels recognised as a part of Porto. These activities should, nevertheless, always prioritise Porto's residents, enabling them to become proud Porto advocates. Further, dispersing tourism and providing local areas with increased visibility will be the goal of this section.

“Culture is the cement of a society”

Porto City Mayor, Rui Moreira,
quoted in Monocle - Porto Revival film

Strategic Visions and Recommendations

COMMUNITY & CULTURE

Concept - Spotighting Porto's cultural and creative enclaves

- Each month, in the evening, 6-9pm, invite the city's artisans, artists and creative venues (galleries / stores) to open up their spaces for locals and visitors alike.
- Bonfim and Bombarda are great for gallery activations and Bolhão is an ideal shopping destination to **open-up stores for evening events**.
- This could be promoted on existing city channels such as the shopping guide on 'Visit Porto'. Work with sponsors to provide wine and refreshments.
- On the slowest day of the month, these events can be organised to **encourage an increase in visitors and local foot traffic**
- Partner with [Open House Porto](#) to gather multidisciplinary artists and explore potential venues and spaces.

Strategic Visions and Recommendations

COMMUNITY & CULTURE

Concept - Spotlighting Porto's cultural and creative enclaves - An example of this are first Thursdays in London. On the first Thursday of every month, over 150 galleries in east London come together and run free events, exhibitions, talks and private views during a special late opening.

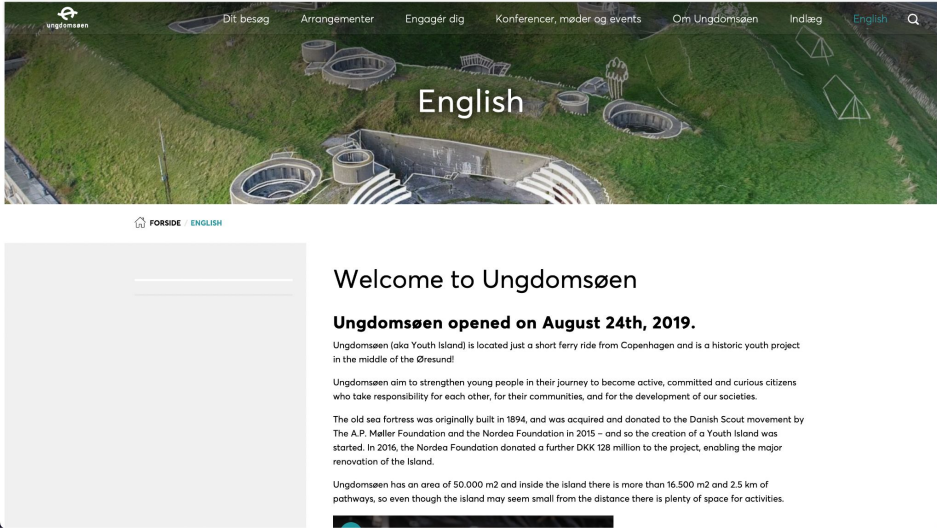


Strategic Visions and Recommendations

COMMUNITY & CULTURE

Concept - The cultural encounters of Gen Z's Micro Festivals

- There is an emerging trend in the rise of **micro festivals and events for Gen Z tailored to specific taste, preferences and social affiliations**, from gender fluidity, equality, veganism to animal activism - think vegan festivals, spiritual festivals and more.
- Creating spaces for young people to meet and gather around the values that matter to them is a great way to engage this generation.
- Copenhagen's first youth island Ungdomsøen demonstrates this
- An example relevant to Porto's USP would be a **retreat and wellness festival that brings together local brands, hosts workshops and offers the option of facial treatments and massages to its visitors.**



Strategic Visions and Recommendations

COMMUNITY & CULTURE

Concept - Architectural Education and Porto's Urban Development

- Porto is one of Europe's oldest cities, dating back to the end of Bronze age near the 8th century BCE, so **team up with other European universities that offer architecture, urban planning or history degrees.**
- Invite students from these courses on a **weekend trip to Porto, a trip that they can later use as a case-study.**
- Cultural exchange programmes like these can then be promoted via traditional and digital media placements that increase Porto's appeal through indirect reporting. This is a chance for Porto City Hall to engage with international educational sectors that put Porto on the map as a key destination for urban planning.



Strategic Visions and Recommendations

COMMUNITY & CULTURE

Concept - Leveraging the post-covid cultural rush by reviving public events

- Outdoor cinema screenings are a great way to **bring locals and tourists together** to create moments of stillness and togetherness. Be sure to include social handles on the event site so attendees are encouraged to post about it on socials.
- **Serralves, Cristal Palace and Casa da Musica** should be considered for these cultural activities, effectively dispersing visitors and spotlighting previously overlooked areas of Porto.
- **Sponsor and promote concerts and club nights at cultural hubs like the Serralves museum of contemporary art.**



Strategic Visions and Recommendations

COMMUNITY & CULTURE

Concept - Create trending 'double take' cultural takeovers

- Feature messages that represent Porto and its culture well. **For instance, consider featuring the art of local artists on large billboards that are visible all across the city.**
- Encourage conversation on social media through **clever, eye-catching billboards and street art.**
- Accra, Ghana erected billboards with humorous tweets. Another example, Mexico encouraged tourism through a 'snow graffiti' installation.



Strategic Visions and Recommendations

COMMUNITY & CULTURE

Concept - Innovating Porto through micro-communal hospitality tactics

- **Mouco hotel in Bonfim**, opened in 2021, and arose from the desire to form an integrated approach to hospitality **bringing together artists, tourists, creatives and the local population, forming micro communities within Porto city.**
- Support more localised artists and creative groups in gathering and exchanging ideas. Encourage them to host participatory workshops and invite tourists and locals to explore these hubs. Given the innovation of these artistic exchanges, social and press coverage is more likely to occur.
- Porto City Hall should partner with these key venues to encourage and support these events and gatherings and further promote them via the official channels.



“The idea behind Mouco was to create a creative, sustainable space, bringing Porto locals together with tourists to connect through concerts, workshops, events and festivals, using the hotel space as the economic driver.”

Sofia Miró, Project Manager, Mouco

Strategic Visions and Recommendations

COMMUNITY & CULTURE

Concept - The 'Designed in Portugal' label

- Pop up spaces are already emerging in Porto. Like the **Florista Studio, flowers and botanics on Av. da Boavista (open in November and December)**.
- **Collaborate with contemporary designers and makers to promote 'Made in Portugal' design.** Focus on highlighting Porto's talent across furniture, graphic design, fashion and art.
- Promote Design in Portugal as a stamp of quality and Porto as the manufacturing heartland (Made in Portugal).

Engage with Porto's most exciting design brands, like Gur Rugs and Tuwaterra ceramics and textiles.



LOCAL SUSTAINABILITY & 'GREENING' THE CITY

EXECUTIVE SUMMARY

Sustainability is central to Porto's ethos, so nurture sustainable thinking through a host of activities that help raise awareness. While some of these activity proposals are aimed at creating media buzz, it's vital that real experts are invited to share their ideas in Porto thus encouraging progressive thinking beyond trending social media moments.

Most importantly though, launch genuine sustainable efforts that are backed by concrete, measurable commitments and goals.

“The American Express Travel report found that 68% of consumers agree they are trying to be more aware of sustainability-friendly travel brands to support on future trips”

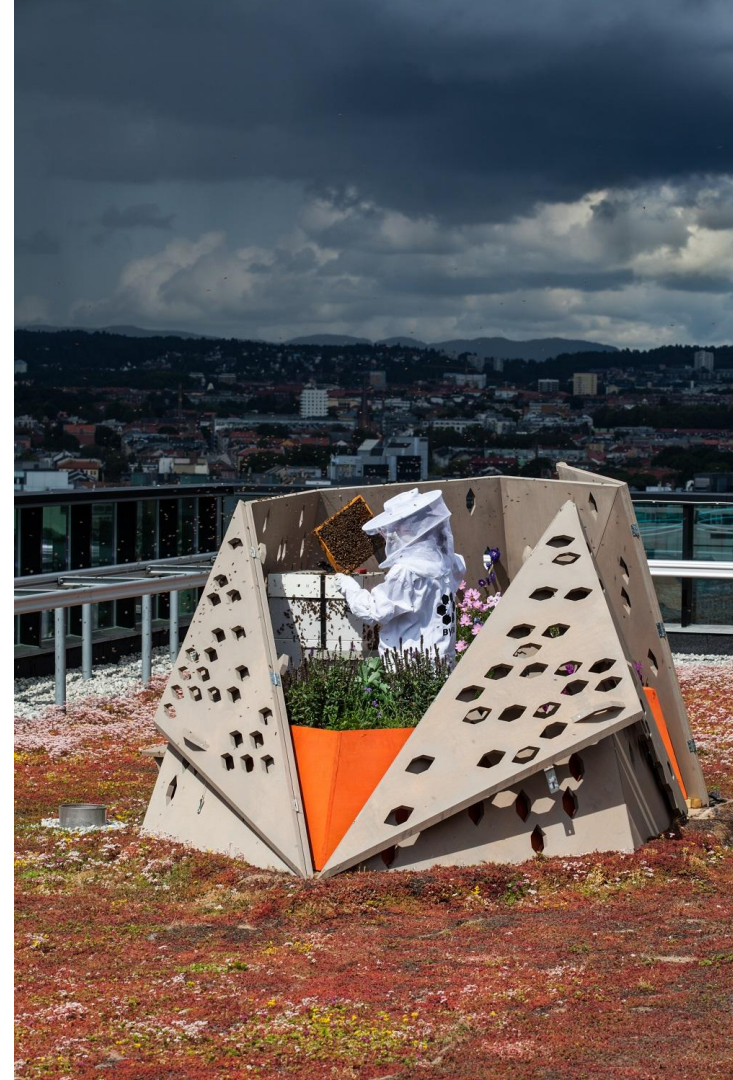
WGSN, Travel Trends, 2022

Strategic Visions and Recommendations

LOCAL SUSTAINABILITY & 'GREENING' THE CITY

Concept - Porto through the 'green lens'

- Curate 'green installations' and focus on local urban greening projects. This can help raise awareness and will be visually impactful too.
- Press and social coverage will be greater if there are in-person activations for experts to explore.
- Examples include: planting trees with local communities, creating green rooftop spaces for bees to nest or asking artists to raise awareness through street art)



Strategic Visions and Recommendations

LOCAL SUSTAINABILITY & 'GREENING' THE CITY

Concept - Transforming Porto into a destination of circularity

- Work with partners like Fashion Revolution (they already have a focus on Portugal) and the Ellen MacArthur Foundation for circular economy thinking to deliver events that work with organisations in Porto, focused on Portuguese sustainable process and materials.
- To further involve local communities, consider connecting with sustainability festivals and offer to host them in Porto. Examples of festivals like this include The Green Gathering and Green Man Festival.
- Promote the business-led, circular gatherings as dedicated stories on the Visit Porto website. Festival partnership should be promoted across the partners as well as Porto's social channels.



Strategic Visions and Recommendations

LOCAL SUSTAINABILITY & 'GREENING' THE CITY

Concept - Sustainable and locally sourced gastronomy (1)

- Team up with vegan or vegetarian restaurants to launch a social media campaign centered around 'Porto's vegan gastronomy'
- Porto is already well known for its plethora of vegetarian, vegan and locally sourced dining options. Michelin vegan dining like Euskalduna Studio (sustainable, local) and TiaTia will also appeal to Gen X and Boomer generations.
- For Millennials and Gen Z - Fava Tonka and Vegana by Tentugal are great options.



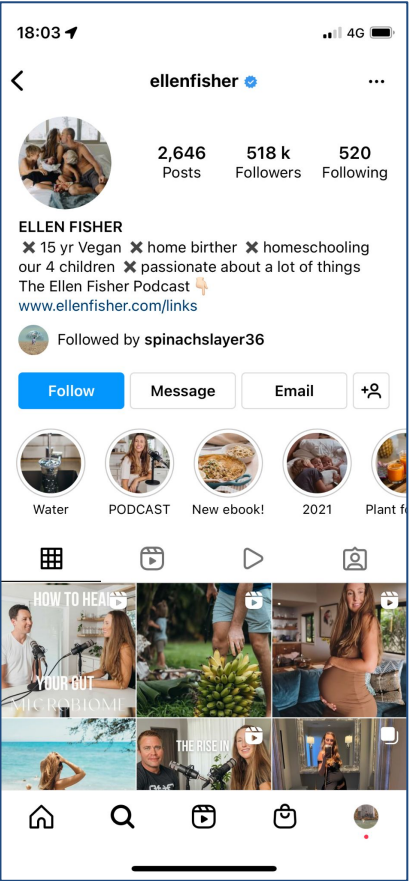
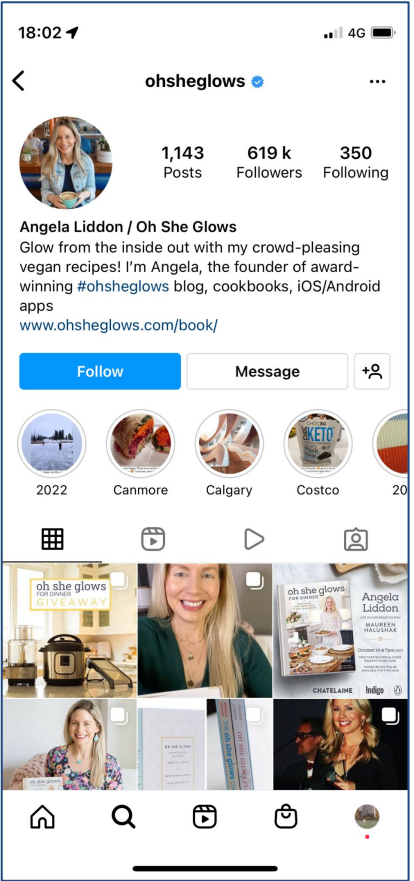


Strategic Visions and Recommendations

LOCAL SUSTAINABILITY & 'GREENING' THE CITY

Concept - Sustainable and locally sourced gastronomy (2)

- Work together with these restaurant's and pitch them to press. Particularly focus on publications and editors who provide their readers with food recommendations and restaurant roundups.
- Partner with vegan or vegetarian restaurants to offer cooking classes and workshops (for locals and relocated foreigners). These can then be shared and advertised on social media.
- Integrate vegetarian and vegan friendly guides on the 'Explore Porto' application and create dedicated guides on Porto's Instagram too.
- Invite vegan activists and Instagram influencers to experience these culinary options in Porto. Examples here may include: @ohsheglows, @avantgardevegan or @ellenfisher

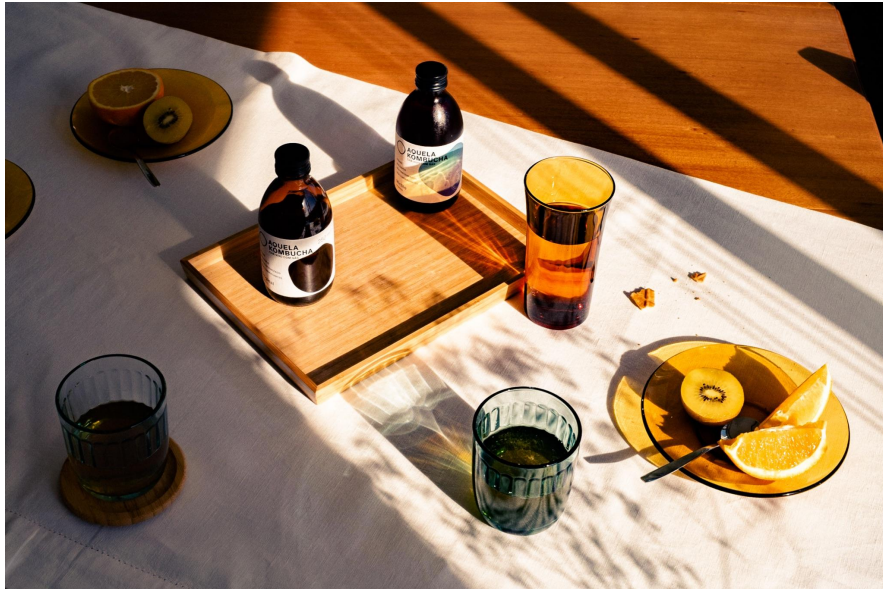


Strategic Visions and Recommendations

LOCAL SUSTAINABILITY & 'GREENING' THE CITY

Additional thoughts and ideas of implementation (1)

Examples of innovation: Aquela Kombucha is the city's first Kombucha tap room and brewery.



“Portuguese people are very interested in sustainability now, and they’re happy we offer glass bottles and refills. They’re aware that we need to eat less meat and there are vegetarian and vegan places popping up - there could still be more ! They’re interested in finding natural, cleaner and kinder options, particularly in fashion, in repurposing materials and vintage.”

Maria Lima, founder, Aquela Kombucha

Strategic Visions and Recommendations

LOCAL SUSTAINABILITY & 'GREENING' THE CITY

Additional thoughts and ideas of implementation (2)

To maximise the impact of sustainable, vegetarian, vegan and locally sourced dining options, consider how to best communicate these forms of innovative gastronomy.

- Invite vegan TikTok creators to sample a dining experience to target Gen Z specifically. Examples of content creators include: @lisamariaschreiber (smaller creator who's already been to some of **Porto's Vegan restaurants**)
- Remain aware of international days of Vegetarianism to promote Porto's gastronomy when it's most relevant. The 'World Vegetarian Day' happens on October 1st.



HEALTH AND WELL-BEING

EXECUTIVE SUMMARY

With an increased desire for well-being after years of pandemic concerns, wellness is on the rise for intergenerational travellers. While older generations with more spending power desire convenience and luxury, younger travellers seek tranquility in adventure and excitement. With a plethora of activity-led offers, Porto should conform to this travel trend by communicating the city's key wellness options and opportunities.

Strategic Visions and Recommendations

HEALTH & WELL-BEING

Concept - Collaborative 'Pop-up Porto'

- Invite travellers and locals to escape the city bustle in free, accessible pop-up spaces across central Porto, beaches or parks, offering mini massages and wellness treatments.
- Introduce Portuguese sustainable materials into the design of the space: cork, wood, reclaimed fashion materials, etc.
- Collaborate with Claus Porto on a branded pop-up wellness space and design a new Claus Porto product to represent 'wellness' in the city, with a sustainability angle.
- Offer wine-based cosmetics treatments, connected to the Douro Valley. Develop workshops like ['Port Wine Soap' making](#)
- To illustrate this idea: cosmetics brand 'La Mer' opened a London pop-up in 2018. Customers were able to purchase products matched to their skin type and receive bespoke advice. It received top-tier media coverage in [Harper's Bazaar](#) .



Strategic Visions and Recommendations

HEALTH & WELL-BEING

Concept - Collaborative health & well-being experiences

- Prioritise communal well-being and encourage cultural exchange by hosting free outdoor yoga classes, or meditation workshops, for tourists and locals.
- Watersports events, boat tours and surfing are a great way to explore Porto from a coastal perspective and encourage community cohesion.
- Engage locals and tourists in a vision of a greener, sustainable city. Ask people what a future green Porto could look like, through: mini surveys, made available throughout the city.
- Share ideas via Instagram stories and relevant social media channels.



“According to American Express Travel’s Global Travel Trends Report, 87% of travellers agree that having a trip planned in the future gives them something to look forward to, while 78% of respondents said they simply need to travel in 2021 to relieve the stresses from 2020. While the wellness aspect is a driver for all generations”

WGSN, Travel Trends, 2022

'GLOCAL' NEW LOCAL / GLOBAL COMMUNITIES

EXECUTIVE SUMMARY

'Glocal' or new local communities can be defined as international professionals who relocated, as well as long-stay travellers. Encourage visitors to remain in the city for longer durations by delivering events alongside co-working spaces and activations that invite staycationers to meet locals. Focus on promoting a lifestyle that appeals to staycationers, situating Porto as a historical city with contemporary offers (digital connectivity, working on the beach, offering healthy lunch options and more).

Strategic Visions and Recommendations

'GLOCAL' NEW LOCAL / GLOBAL COMMUNITIES

Concept - Office futures and dynamic working

- Porto's co-working spaces should be highlighted as key destinations for Gen Z & Millennial tourists.
- Actively promote these spaces through Porto's digital communication channels.
- Consider developing other facilities to make staycations in Porto more tempting. Free charging points, printing stations and convenient lunch or co-working spaces should be prioritised.

Pinterest showed a 50% increase in searches related to digital nomadism in 2020 versus 2019 (reference). Students and young professionals are now more likely to extend their trips while working remotely.

(WGSN, Travel Trend, 2022)



Strategic Visions and Recommendations

'GLOCAL' NEW LOCAL / GLOBAL COMMUNITIES

Concept - Collaborate locally with global impact

- Work with a **selection of international brands that have relocated to Porto to co-sponsor and deliver activations.** Create spaces for locals and tourists to coexist and share experiences.
- Partner local creative figures with international brands and pitch collaboration ideas (e.g. a dedicated product line exclusive to Porto).
- Spread the news via the brand's and Porto's social media and Visit Porto digital communication channels.
- Consider atypical methods of advertising, **such as appointing painters to create colourful murals in frequently visited destinations of the city** (advertising the exclusive collaborations).

- **Support collaborations between international businesses (such as BMW in Porto) and local businesses (such as Claus Porto).** These joined ventures or capsule launches will aid Porto's relevance as a truly 'glocal' destination.
- The more socially conscious the programme (e.g. supporting artists of colour or environmental activism), the greater the international impact of the project will be for younger demographics - Gen Z and Millennials.

Strategic Visions and Recommendations

'GLOCAL' NEW LOCAL / GLOBAL COMMUNITIES

Concept - Capture new investment and community stories

- There are always new stories of international brands and businesses investing in Porto, so capture these and build partnerships with brands that can create experiences for relocated professional communities.
- Aim to advertise these business stories on globally recognised platforms for international professionals looking to relocate ([Expats in Portugal](#)).
- Business and investment focused stories should be promoted via the Visit Porto website, highlighting new international companies in the city.



Strategic Visions and Recommendations

'GLOCAL' NEW LOCAL / GLOBAL COMMUNITIES

Concept - Residencies to promote longer-term stays by international creatives

- Work with partners to build fashion and creative residencies for designers and artists to stay for monthly periods in a creative neighbourhood (like Bonfim). Provide the resident with a studio space and ways to engage with local makers and designers nurturing a talent exchange.
- Invite photographers and filmmakers to capture some of the international and local artists' collaborations over time and release their individual stories on Visit Porto's Instagram and TikTok accounts. The headings of the self-contained series can be dedicated to the key creative hubs such as 'Bonfim'.



Strategic Visions and Recommendations

'GLOCAL' NEW LOCAL / GLOBAL COMMUNITIES

Additional thoughts and ideas of implementation

→ Case study - Innovation in Porto

CRU Creative Hub is a co-working space for creatives in Porto's Bombarda Art District, housing a design store, gallery, multimedia studios and coffee bar & roaster. The co-working studio currently houses independent remote workers from across Brazil and Europe.



MEDIA ENGAGEMENT AND DIGITAL

EXECUTIVE SUMMARY

This section will offer concrete advice on how to leverage Porto's existing digital communication channels to engage larger audiences. Here you will find profile examples of influencers and editors who match Porto's current focuses. Porto's digital infrastructure will also be addressed in this section.

Strategic Visions and Recommendations

MEDIA ENGAGEMENT AND DIGITAL

Concept - Developing Porto's Authentic Influence

- Invite **macro travel influencers to Porto** and let them share their favourite experiences via an interactive story on Instagram.
- A typical influencer (& press) trip might consist of a pre-booked villa for the creators to stay in, plus an activity itinerary for them to explore.
- **Sponsored trips will incentivise greater generation of content.**
- These influencer trips will also provide Porto with the opportunity to **increase the discoverability of key topics** such as workcations or wellness. Be thus intentional with who you invite and what their usual content is focussed on.



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📍 Lisboa
@seedavedo
5 d

audreys_adventuretales Fantastic! ❤️
4 d Reply

andreea.rotariu.photo My favorites places in Lisbon were Oceanario and Museo Azulejo for visiting.
5 d 1 like Reply

claudiacz17 Torre de Belém! ❤️
1 d Reply

catstrentreun Mine too ❤️❤️❤️❤️
5 d Reply ...

soniaezechiel Esse lugar é lindo 😊
5 d Reply

quilleqarciabaquero ❤️🍷🇵🇹🇵🇹🇵🇹
5 d Reply

4,149 likes
5 DAYS AGO

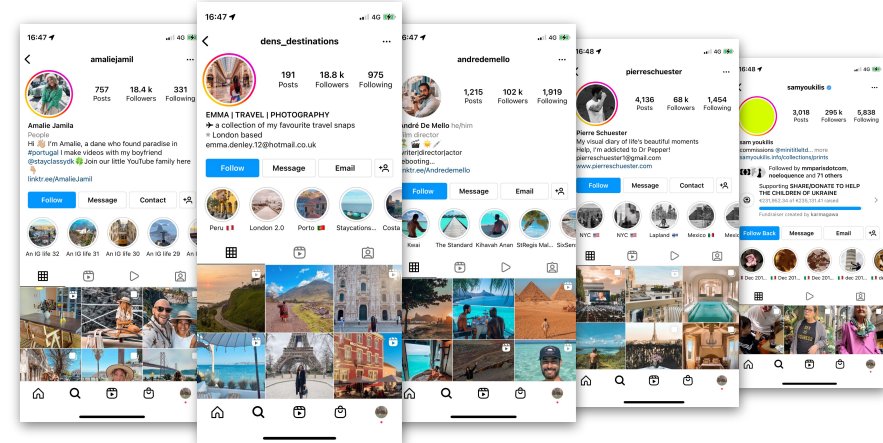
Add a comment... Post

Strategic Visions and Recommendations

MEDIA ENGAGEMENT AND DIGITAL

Concept - Instagram Content Creators

1. **@amaliejamil** (18.3 k followers)
Family friendly creator who has previously covered Porto
2. **@dens_destinations** (16.6 k followers)
Beautiful multi-form content shot in different formats. Has already been to Porto, covered through statics and TikTok's/Reels.
3. **@andredemello** (103 k followers)
Mid-tier to macro international creator and professional with a focus on Reels.
4. **@pierreschuester** (68 k followers)
International creator within the micro to mid-tier range with strong community support.
5. **@samyoukillis** (295 k followers)



Strategic Visions and Recommendations

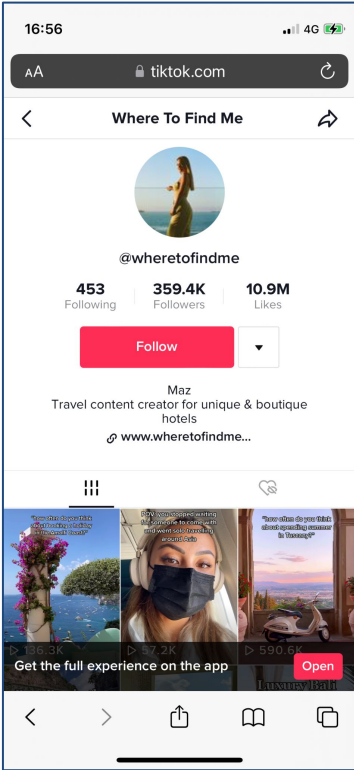
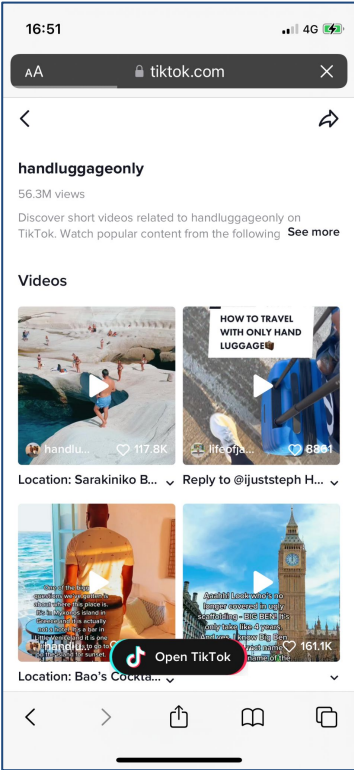
MEDIA ENGAGEMENT AND DIGITAL

TikTok Content Creators (relevant travel accounts)

- 1. **@handluggageonly** (984.6k, 34.9m total likes)
Self-contained, visually striking travel reports. Honest and often funny exploration of travel destinations that makes the content feel authentic and insightful. LGBTQIA+ friendly.

@wheretofindme (348.3k, 10.2m total likes)
Self-contained hotel recommendations with stunning visual storytelling. Often, hotel recommendations can determine the specific city a traveller might like to visit.

- 2. **@Déjatheexplorer** (25k followers, 396.4k total likes)
Specialising in flight deals and travel advice for people on a budget. Super authentic and relatable in the approach.



Strategic Visions and Recommendations

MEDIA ENGAGEMENT AND DIGITAL

Concept - Content direction for TikTok (relevant to Portugal and Porto)

In line with increased media engagement through digital channels, Porto should establish its presence on TikTok. Please find concrete content examples below for further clarification of the direction influencers could take.

1. <https://vm.tiktok.com/ZMLnyfLF2/>.
Short content with a caption that indicates affordability ('flights are only £11').
Quick guide through different parts of this city, dominated by visually striking content.
Hashtags are niche and limited to help the algorithm identify audiences in a more granular manner (#porto #portugal).
2. <https://vm.tiktok.com/ZMLnfWV89/>
Travel vlog geared towards cheap travel
All encompassing video covering the costs of: flights, uber rides, food and sights
3. <https://vm.tiktok.com/ZMLnfwdbK/>
Utilising trending sounds (e.g. Doja Cat - Woman)
Less obvious 'must see' itinerary.

Strategic Visions and Recommendations

MEDIA ENGAGEMENT AND DIGITAL

Engage influential travel and design journalists.

Example target media list:

- 1. **Gisela Williams** - freelance travel and design writer, New York Times, Travel + Leisure
- 2. **Lauren Hill** - freelance travel writer, Forbes, National Geographic Traveller
- 3. **Gemma Bowes** - freelance travel writer, The Guardian
- 4. **TF Chan** - Editor, Wallpaper
- 5. **Melissa Kravitz Hoeffner** - freelance travel writer, CN traveller, BuzzFeed
- 6. **Amanda Statham** - travel writer, Cosmopolitan & Women's Health



Strategic Visions and Recommendations

MEDIA ENGAGEMENT AND DIGITAL

Additional thoughts and ideas of implementation

- Enhance knowledge exchange and development by actively promoting the Visit Porto website, Explore Porto and Shop in Porto platforms.
- Launch in-person and digital (social media) campaigns to promote Porto's free, accessible WiFi network.
- Tourism agents should be trained to promote these resources.

In-Depth Assessment & Recommendations: Social Media

A thorough look at Porto's social media channels
and suggestions for improvement.

Analytical Assessment of Social Media

Building a better understanding of how Porto is currently communicated across different social media channels is vital to the strategic proposal of implementable actions.

This section will explore Porto's current positioning on social media through: visual storytelling, content diversity, tone of voice, followers and engagement. Based on this initial overview, the analysis will identify routes of improvement.

Analysis of social media channels already engaged by Visit Porto covered: Instagram (predominant channel), Facebook, YouTube, Twitter.

Analytical Assessment of Social Media

While it's not yet a part of Porto's digital communications, TikTok is highlighted here to reiterate its importance in reaching Gen Z and Millennial audiences.

- TikTok was the highest growing social media platform in 2021, its figure rose 18.31% in the US alone.
- Facebook's user growth rate slowed to a grinding halt with only a 0.8% change increase during 2021.
- Millennials are the largest users of Instagram with Gen Z close behind at 31% ([emarketer](#) - 2021)

US Social Network User Growth, by Platform, 2020 & 2021

% change

	2020	2021
TikTok	87.1%	18.3%
Reddit*	25.9%	14.4%
Pinterest	7.8%	3.1%
LinkedIn**	6.2%	4.2%
Instagram	6.2%	3.7%
Snapchat***	4.0%	2.6%
Twitter	4.0%	0.2%
Facebook	3.3%	0.8%

*Note: internet users of any age who access their account via any device at least once per month; *logged-in users; **internet users 18+ who access their LinkedIn account via any device at least once per month; ***mobile phone users of any age who access their Snapchat account via mobile phone app at least once per month*

Source: eMarketer, April 2021

Analytical Assessment of Instagram

Visuals & Content Diversity

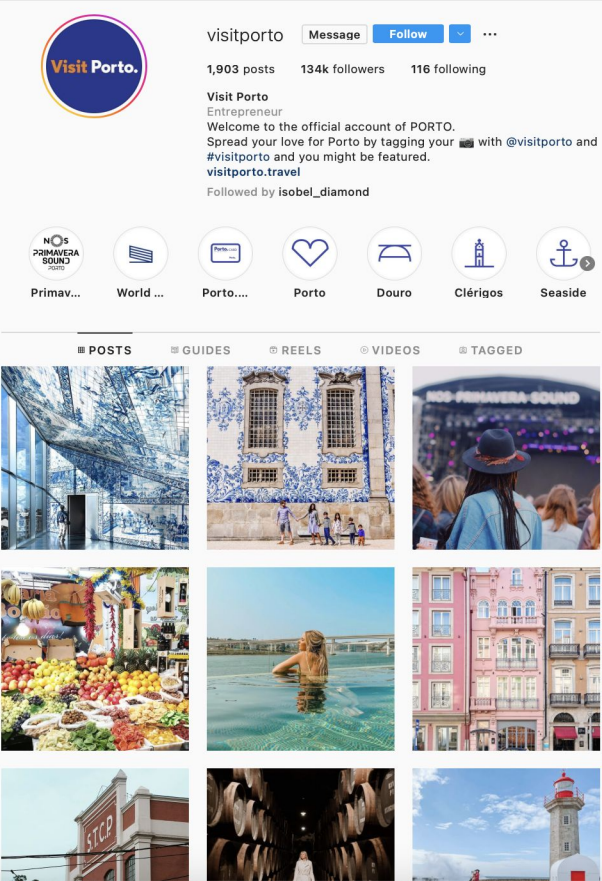
Led by striking visuals on the grid with matching colour schemes and aesthetically driven photography. The content is reminiscent of aspirational 'Tumblr-esque' imagery. **Reposting user-generated content helps to cultivate a community** and is a good tactic to maintain.

Think about personification, relatability and new narratives.

Personification and relatability are limited as the faces of local communities are rarely depicted. Allow different visual angles to emerge on your account that accurately represent the plethora of perspectives that Porto has to offer.

For example: feature local shop and restaurant owners, entrepreneurs, international students and people that have relocated to the city. Post images of emerging, unexplored neighbourhoods, and arts and cultural spaces.

See an example from Copenhagen's Instagram account [here](#).



Analytical Assessment of Instagram

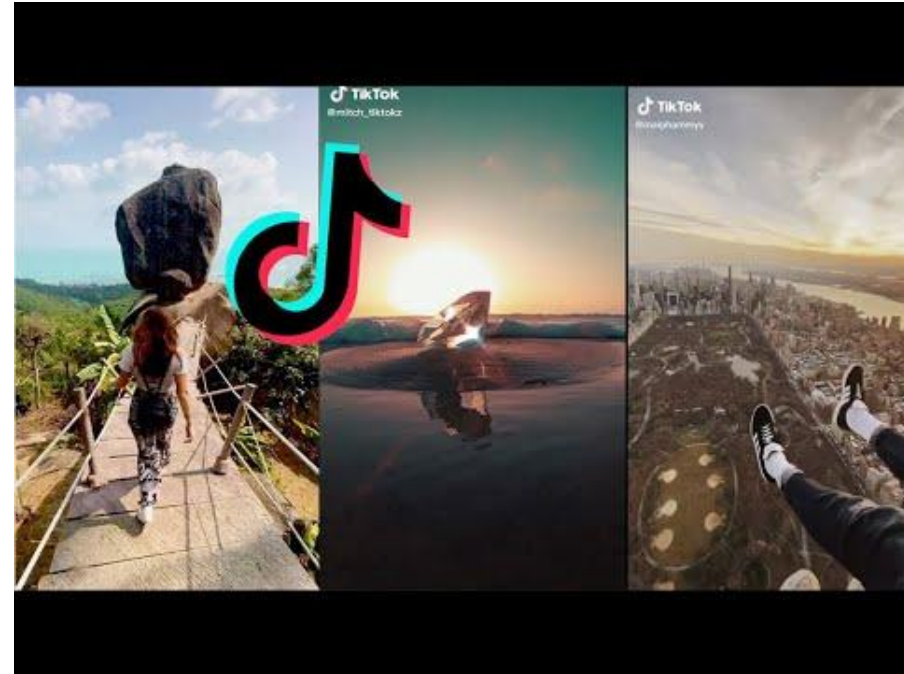
Reels and short-form video content

As Instagram is moving away from static content, focus more on **short-form video content**. When you do publish static content on your feed, include several assets in one post. **Carousel content** on Instagram is rising in popularity (Southern, 2020). Feature interviews with personalities to introduce the city's local / global angle.

Tone of voice + messaging - Porto is one of the oldest tourist destinations in Europe - is the current messaging on Instagram. Think about adapting this in line with new suggested key messages.

Tone of voice used in your English captions can be improved to be more **colloquial and engaging** to Gen Z and Millennial generations who most engage with Instagram. Consider using terminology that is more relatable. An example of this can be found on Copenhagen's Instagram caption [here](#):

"Name a university with a slicker-looking bike parking than the University of Copenhagen. We'll wait 😊 Psst... These shots were taken at the Southern Campus which was designed and built by @cobearchitects."



Analytical Assessment of Instagram

Captions and hashtags - Using both English and Portuguese captions widens accessibility. Centering your captions and **hashtags around international festivities or events** encourages wider audience reach (see your '[international day of families](#)' static). The calls for action and directional questions in the copy of the captions are great as they encourage audiences to engage.

When translating captions from Portuguese to English, **be mindful of grammatical errors and sentence structures.**

Direct translations sometimes do not read as well in English as they do in Portuguese. An example to demonstrate this can be found [here](#):

*“There is less than 1 month for the 9th edition of NOS Primavera Sound!
Tag in the comments the person with whom you will celebrate the
return of the festivals.”*

Analytical Assessment of Instagram

Followers & Engagement - Porto's current engagement ratio roughly falls between **1.20 % - 1.50%**. **This means that the number of users engaging with Porto's content is low to average when compared to the follower count of 134,000.** While a high follower count signifies credibility, the reach and levels of engagement are deciding factors in the overall return of investment.

To increase your engagement ratio, start publishing content through **Instagram Stories or Reels, which is interactive and participatory.**

Consider verifying your account (with the blue tick) to signal that 'visitporto' is an official communication channel for Porto tourism.

Collaborate with Instagram content creators that possess a well nurtured community with high engagement numbers. These creators don't need to be on a macro scale (100k followers or more) but can instead stay within a range of smaller accounts (10 - 50k followers) with genuine, organic reach. By utilising Instagram's [collaborator tool](#), you can replicate the creator's high engagement on your own feed.

Analytical Assessment of Facebook

Visuals & Content Diversity - The Facebook account is publishing helpful tourist guides, travel information and cultural events.

As Facebook is prevalent among the Millennial, Gen X and Boomer generations, this **informative, text-based content** is of relevance. Stick to advice-led content and tourist information that is easily accessible for international audiences.

Consider updating your hero image to something more striking and colourful that accurately depicts new angles on Porto. Also think about adding more informational and bite-sized video content to the page.

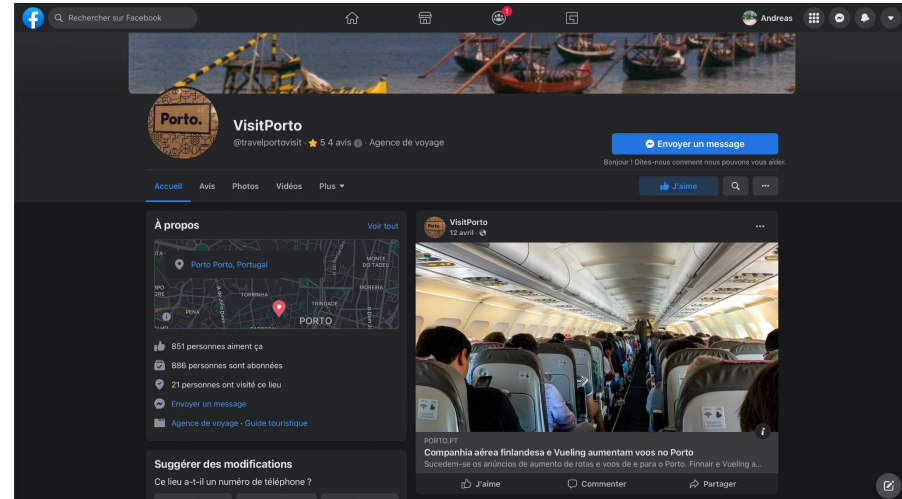
Analytical Assessment of Facebook

Tone of voice + messaging - The copywriting is engaging but there are limited targeted hashtags.

Introduce more **figure-led** or **facts-led copy** into your captions on Facebook. For instance, when you advertise an exhibition, include the opening hours.

Followers & Engagement - While high engagement is of great importance on Instagram, engagement on Facebook is less critical.

Facebook has shifted from a primary social platform to an informational hub (with many closed support groups and companies offering instant chat functions), focusing more on fast response rates and providing general advice.

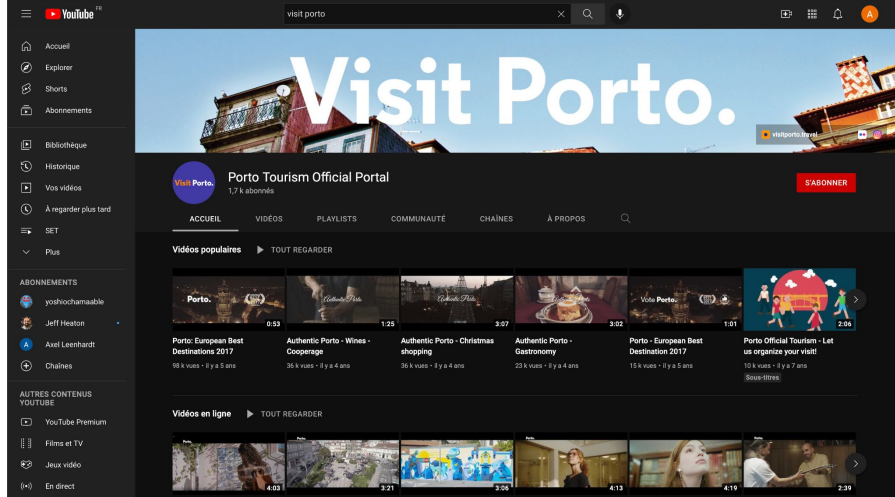


Analytical Assessment of YouTube

Visuals & Content Diversity - Porto's YouTube channel boasts beautifully shot videos with striking cinematography and calming background soundtracks. The videos are fairly short and could easily be repurposed and published across other social networks.

While the content itself is very well shot and produced, the **audience is missing guidance**. For instance, Porto's 'Viewpoints' video is missing an **embedded copy or captions that provide viewers with a location or name of the different areas to explore**. This copy doesn't necessarily need to be embedded in the video but can also be included in the caption.

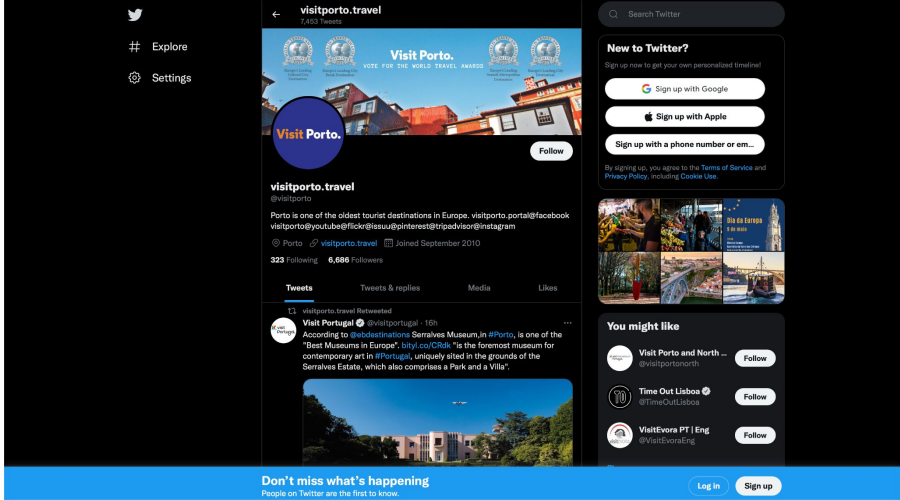
Followers & Engagement - One way to encourage greater engagement on YouTube is to **turn on the comment section**. Allow viewers to interact with the videos and to ask questions. By responding to people in the comments, the algorithm will be more likely to suggest your video to new audiences.



Analytical Assessment of Twitter

Content & Tone of voice - As Twitter is a text-based platform, content diversity is not as important here. Instead, reposting content from other platforms and promoting it through Twitter will be a successful strategy.

Followers & Engagement - While Porto's Twitter account has over 6k followers, the engagement is low. **Consider using Twitter to aid the informational exchange between tourists and the city. Make sure you answer questions from users on the platform and demonstrate high response rates.** Similar to Facebook, Twitter should become an alternative method of spreading vital information about the city and supporting tourists with their concerns.



In-Depth Assessment & Recommendations: Sustainability

A thorough look at the importance of sustainability and its pathways of communication for Porto.

Sustainability in-depth

Insights and actions:

- Being a 'sustainable destination' means that sustainability has been considered at every touchpoint.
- To confidently communicate Porto as a sustainable destination, plans must be actioned and city businesses and stakeholders brought onboard, before communications activity begins.
- Engage expertise in sustainable communications and planning to execute a strategic plan successfully.
- A sustainability board and key representative should be appointed by Porto City Hall to ensure plans are actioned.
- It is vital to get local businesses engaged. In Copenhagen, the majority of the city's hotel rooms now hold official eco-certification, which is promoted through the Visit Copenhagen website.
- A 'label of trust' for Porto businesses as outlined in **Recommendations** would indicate a commitment to sustainable, digital and local/global practices.

Why sustainability matters now:

- Sustainability is now hugely important to tourist decision-making - **see Trends and Future Insights**
- Sustainability is an important currency for Porto city investment - as highlighted by Invest Porto (in a face-to-face interview - see **Micro Analysis**).
- Continued climate change weather conditions, alongside acceleration of achieving net zero targets, will see tourism tilt more towards sustainability in the future.
- European countries, led by France, are beginning to ban short haul flights due to soaring fuel costs and carbon emissions' concerns. Train travel across Europe will be the preferred choice for many sustainably-minded travellers in the future (Conde Nast Traveler, 2022).
- Communications around transportation needs to consider options beyond air travel.

Sustainability In-Depth

Sustainability will be the quality standard of the future and businesses and destinations that do not engage sustainable thinking and communications will lose competitiveness.

Communicating sustainability:

- Porto is not yet communicating key messages on sustainability, nature and local (locally made and produced products).
- Sustainability messaging and external communications must be actioned. As our research identifies, future tourists and visitors will expect this to be in place.
- Sustainable / nature-led communications assets - brochures, digital content, for example - could help PCH to engage sustainably-led brands to invest in the city, such as eco hotel chains.

Communications around the United Nations 17 Sustainable Development Goals

The municipality of Porto is building action around the SDGs to ensure stakeholders work to meet the Goals' ambitions.

Building communications messaging around the SDGs is vital so that all stakeholders in the city - including tourists - engage and support this ambition.

Any destination that promotes itself as sustainable, without the correct infrastructure in place, could be accused of greenwashing* - this presents a huge brand risk.

***Greenwashing** - making false claims that your company or products are environmentally friendly.

Sustainability In-Depth

Promoting a 'local' and sustainable lifestyle - examples that can be leveraged:

- Locally made and sourced produce and products abound in Porto
- Plant-based, vegan and vegetarian dining options are thriving in the city.
- Douro Valley wines - produced locally, and a vibrant natural wine movement is emerging - biodynamic and organic wines made in the North of Portugal, tasted and consumed in the city.
- Circular economy - cork and clothing production waste materials
- “Porto de Tradição” - promoting and supporting traditional commercial enterprises using mobile app and platform “Shop in Porto”
- Engage and support local sustainable brands and businesses



Sustainability In-Depth

Porto's sustainability position and tourism plans

- Porto Charming and Sustainable Destination Strategy - Draft (May 2022)
- 2020 Sustainable Development Report with the new motto:
Cuidar do Porto. Cuidar do Mundo.
- Porto's sustainability plans and targets are outlined in: [Eurocities My Future City 2030](#)
- Management and Sustainability Plan for the Historic Center (2030)

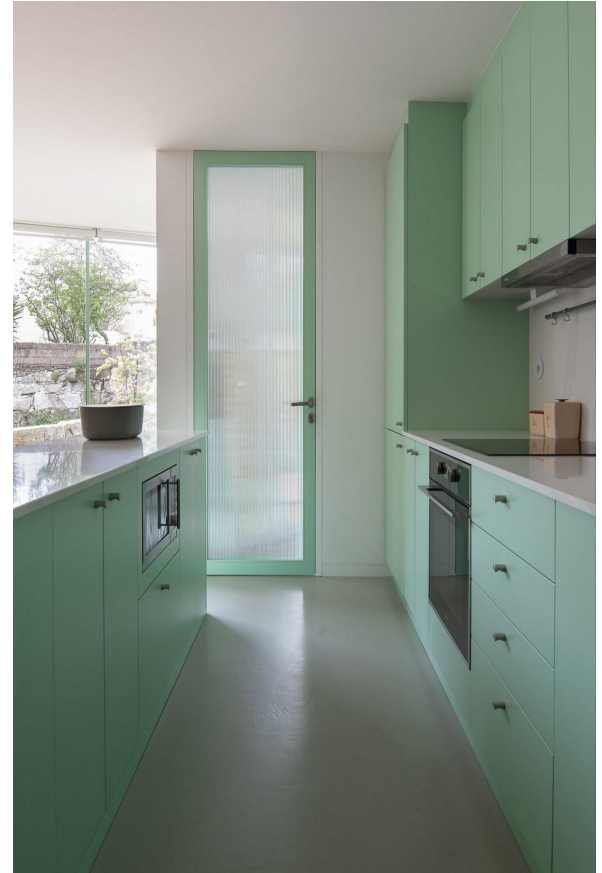
Key sustainability actions

- 50% CO2 carbon emissions reduction target by 2030
- Decentralisation of tourist flows, extending tourist activity to the entire territory
- Preservation of historical heritage buildings and maritime heritage

Nature

Creating cohesive links between:

- The city and the natural landscapes of northern Portugal
- Between urban areas and the city's natural environment - parks, gardens
- Creating, expanding and promoting the city's green areas, as well as developing new areas for leisure and enjoyment.



Communications Plan

This section will offer a proposed timeline of how Porto's communication activities could be structured and spread across 12 months.

Communications Plan - Proposed Timeline

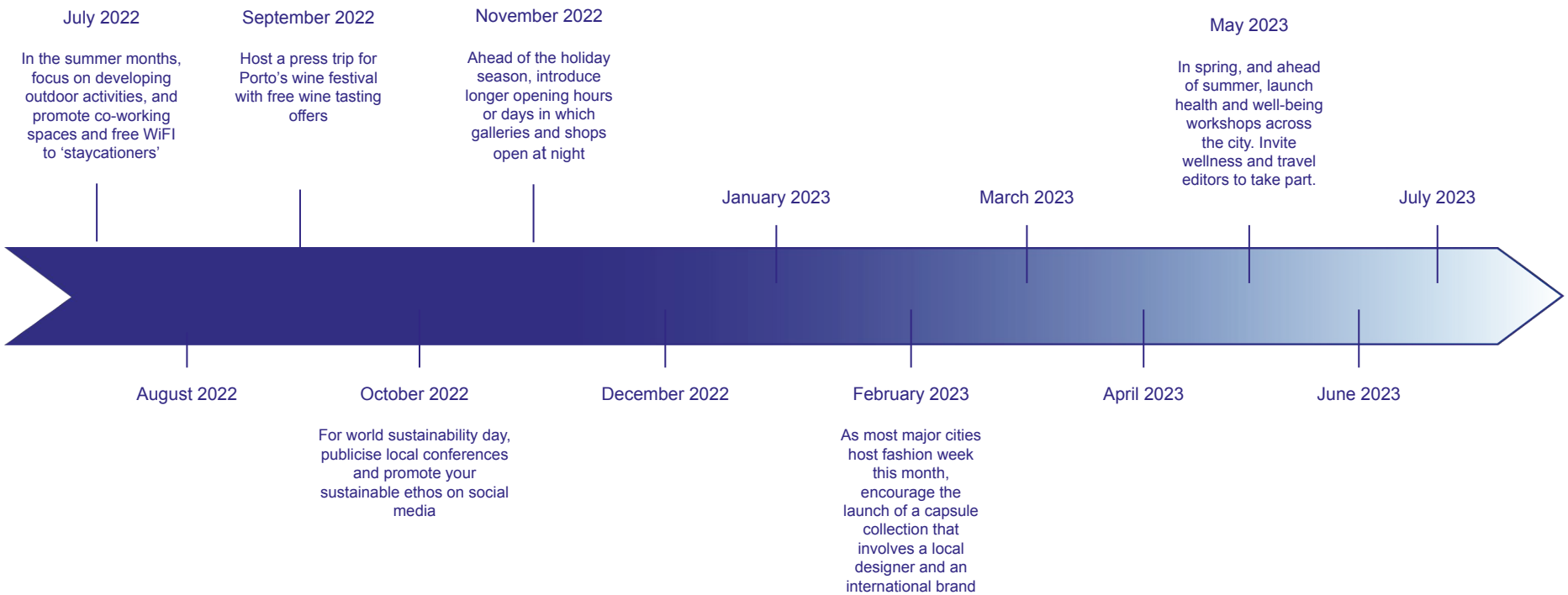
Subsequent to Porto's in-depth analysis, strategic proposals and concept development routes, will be the implementation of the communications plan. This plan will consist of specific actions that correspond to a certain timeframe. Once concrete questions of budget, task delegation and timeline are answered, this plan can be actualised.

For now, a proposed timeline and overarching actions are provided below for the purpose of exemplification.

Timeline: 1 year / 12 months (July 2022 - July 2023).

Actions would be linked to seasonal focuses, as demonstrated on the following slide.

Communications Plan - Proposed Timeline



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