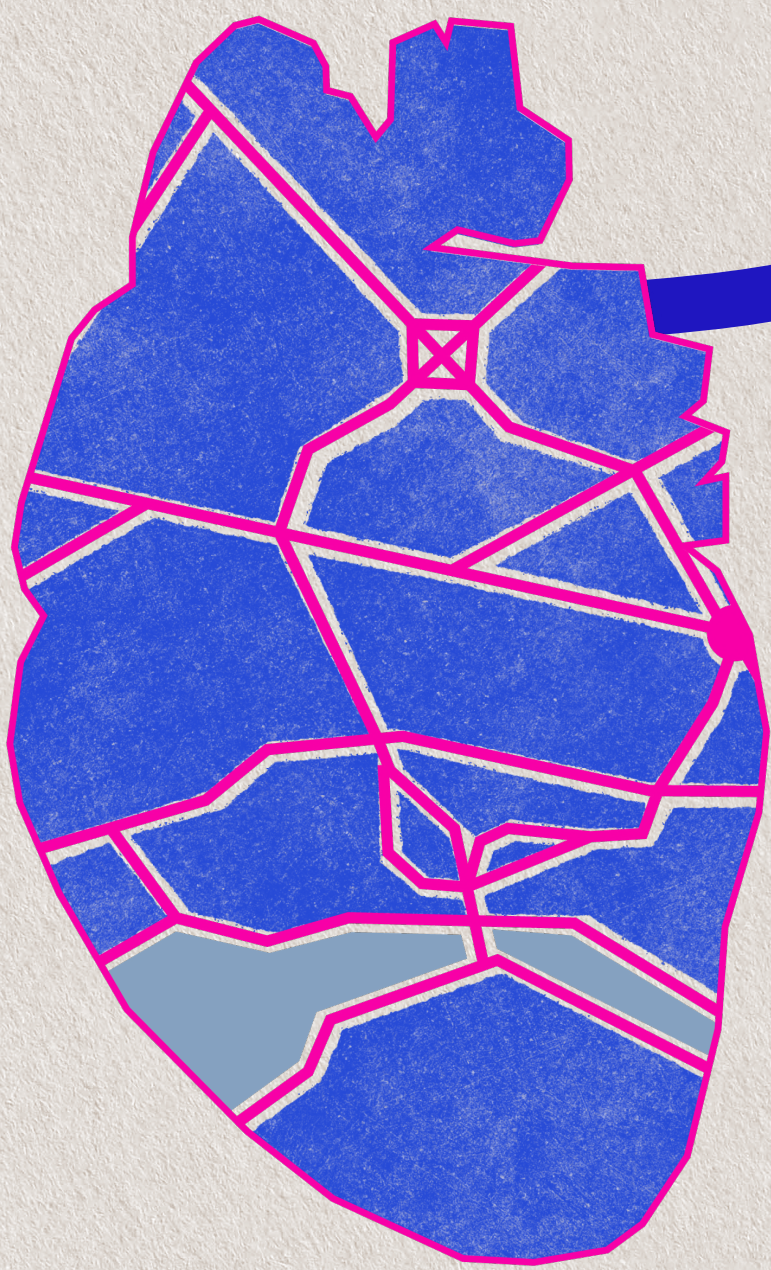


**VISION MAP FOR THE SUSTAINABLE
FUTURE OF THE DESTINATION OF PORTO**



Porto.

**Yours Truly,
Porto.**

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Editorial

This could be my own love letter to Porto. I was born and raised in this beautiful city and I am truly and deeply passionate about it. So, my mission as a deputy for Tourism and Internationalisation of the city of Porto is more than a duty, it is also a commitment that honours me greatly.

Because in the words of the late Agustina Bessa-Luís “Porto is not a place. It’s a feeling.” and that feeling is at the core of the success the destination has merited in recent years. A success that generates value and enhances the socio-economic dynamism of the city, creating opportunities and growth for the entire region and the country.

However, we also know that our responsibility increases in proportion to international recognition and attraction. Today, we understand the type of tourism we want to attract to the city and the challenges and opportunities of a rapidly changing world.

In September 2022, we presented the “Vision for the sustainable future of the destination of Porto”, a macroplan that is already underway and involves a broad ecosystem of operators who are assisting us in envisioning and building a new positioning of the city.

Porto is a city with open arms, which welcomes, nurtures and inspires. That’s part of our “tripeiro” charm. From short city breaks to long-term tourism, from the residents to the digital nomads, from business trips to leisure, Porto is a city for everyone: to live, to visit, to work, to invest, to study. Whatever you are here for you feel it’s the right place for you. Why? Because Porto is a city with heart. And home is where the heart is, right?

Our sustainability strategy for the destination involves qualifying to generate value, diversifying in order to grow and preserving the future, assuring that we address the needs and desires

of our residents, visitors and investors, in a continuous, positive and sustainable cycle.

Our DNA is made of authenticity, innovation, creativity, excellence of service and hospitality. We will make the most out of our essence and virtues to broaden our vision and widen our sphere of action and attraction.

This is the heartbeat of a city in constant renewal that interacts, connects, diversifies, amplifies. People, players, industries, segments, targets, narratives. Honouring its past as it moves forward, to address the demands of a world in accelerated change.

“Yours Truly, Porto” aims to be a way of openly and transparently sharing our strategy for the sustainable future of the destination of Porto and the projects that - whether active or in development - will achieve the goals we have set ourselves.

A shared mission between the Municipality, in particular the Division of Tourism and Internationalisation, and a wide network of institutions, experts and consultancy panels, which are helping us define and implement each axis of action.

This is a collaborative, dynamic and organic document, that intends to be mostly a many-to-many tool, open to discussion, new ideas, partnerships and projects. Continuously learning, growing and evolving.

Yours, truly.

Catarina Santos Cunha

City Councillor for Tourism and Internationalization

Introduction

In the last decade, tourism in Porto has experienced unprecedented growth. As the destination unveiled itself to the eyes of the world, claiming the top spot in tourism rankings and collecting international awards, it entered a virtuous cycle of evolution and development that permeated all spheres of city life.

From urban rehabilitation to dynamism of the city's cultural agenda, from entrepreneurship to job creation, from the revitalisation of commerce to the implementation of creative industries, from the vibrancy of the hotels, restaurants and bars on offer to the city's services and experiences, Porto has been renewing and asserting itself nationally and internationally.

To authenticity it adds creativity. To the past it adds the future. To tradition it adds cosmopolitanism. A city that adds and multiplies opportunities.

In 2020 and 2021, with the necessary containment measures due to the COVID-19 pandemic, we faced a scenario of almost total stagnation in tourism and the economy dependent on it.

In the subsequent years, we have witnessed global geopolitical instability, with a particular focus on Europe, which emphasises the need for security and protection for economic development, employment and entrepreneurship.

Therefore, development faces two major challenges:

- **The importance of tourism for the vitality and socio-economic development of the city - keeping its heart beating**
- **The need to plan and structure growth in a sustainable way, ensuring balance - allowing this pulse to spread throughout the territory, expanding and diversifying opportunities**

Methodology

The Municipality of Porto aims to have an active role in defining the path for a collective and future vision that encompasses and balances interests. The challenge has been taken on, strategically and operationally, by the Tourism and Internationalisation Division of Porto City Council, responsible for managing the city's entire tourism promotion strategy.

A profound process of creating a new vision for the destination was started, beginning with a diagnostic analysis, which included:

- **Identifying growth challenges and needs assessment**
- **Stakeholder consultation**
- **International benchmarking and trend analysis**
- **Consultation with experts and advisors**

Based on the information collected and analysed, a macro-plan titled "Future Vision for the Sustainability of Porto Destination" was drawn up, and first presented in September 2022.

In this macro-plan, challenges, objectives and lines of action have been outlined, which guide the tourism strategy for the city and direct both decision-making and the projects implemented by Porto City Council, whether as a promoter, co-promoter, sponsor or supporter.

More than a municipal strategy, this macro-plan aims to be a guiding instrument for a collective vision, shared and continuously reinforced by the entire ecosystem of operators that contribute to the tourism sector in Porto, generating a multiplier effect of balance, cooperation and mutual commitment.

Motivations

Transparency

This document aims to generate visibility and transparency regarding Porto's tourism and internationalisation strategy and ongoing projects, as well as the stakeholders involved. The goal is to share guidelines and create a collective, unifying, and inspiring vision of key principles, objectives and modes of operation.

Active Participation

This document is an open invitation to reflect, discuss and share ideas and projects, with the aim of reaching a homogeneous range of actors and interlocutors to discuss the city's strategy in a permanent and constructive way.

Benchmarking

It also aims to foster a dialogue of sharing and leadership by example, serving as a benchmark for national and international partners and counterparts.

Case Study

As Porto is a global tourism case study, this document also intends to serve as a basis for study, reflection and intellectual production, aimed at the school community, academia and R&D institutions.

Guidelines

Collaboration

Porto's strategic tourism planning is a comprehensive and participatory process, the result of continuous listening, dialogue and coordination with a broad network of partners. These partners include tour operators, consultants, the public and private sectors, associations and citizen movements, which allow us to constantly monitor both needs and opportunities to improve and evolve.

Connectivity

The tourism sector permeates various geographical and intervention "territories," meaning that this plan also anticipates integration and interaction. It aims to be inclusive and comprehensive, generating a true network of municipal, regional, national, and international action in all spheres - political, economic, social, cultural and environmental.

Work in Progress/Continuity

It is essential to emphasise that this is intended to be an organic, open and collaborative working tool. This means that the ongoing projects presented here are at different stages of development and are displayed in accordance with their life cycle: study, development, implementation or completion.

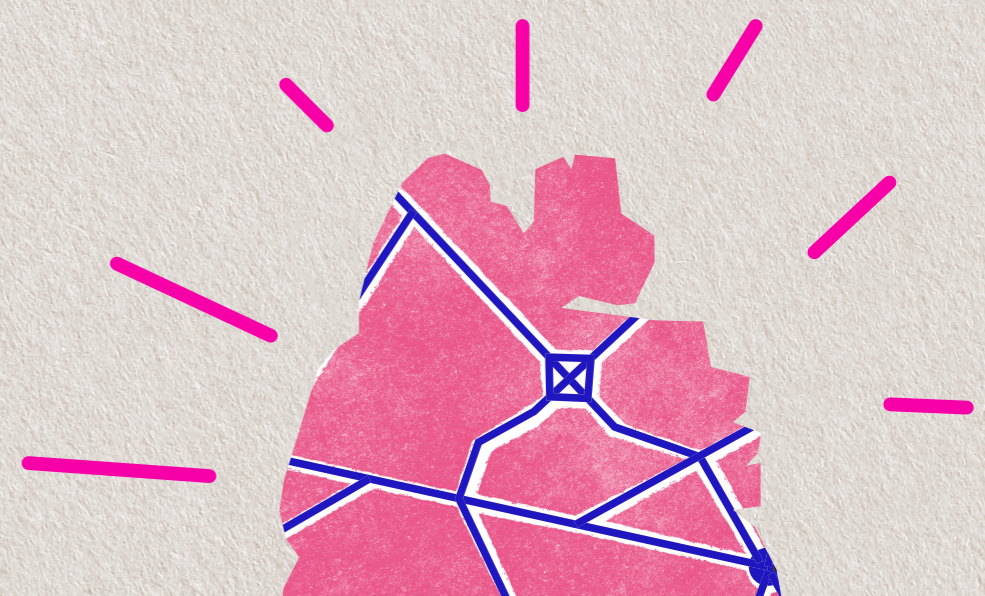
Flexibility

The guidelines presented here have the necessary elasticity and adaptability to the current context of rapid transformation and to possible unpredictable scenarios, such as the one we have recently been through.



1. THE HEARTBEAT OF A RISING CITY

- A [not so] hidden secret
- Tourism evolution: facts and figures
- Main markets
- Awards and honours



A [not so] hidden secret

In recent years, the city of Porto has been “Europe’s best kept secret”. The destination has gained prominence on the international tourist map, attracting visitors from all over the world.

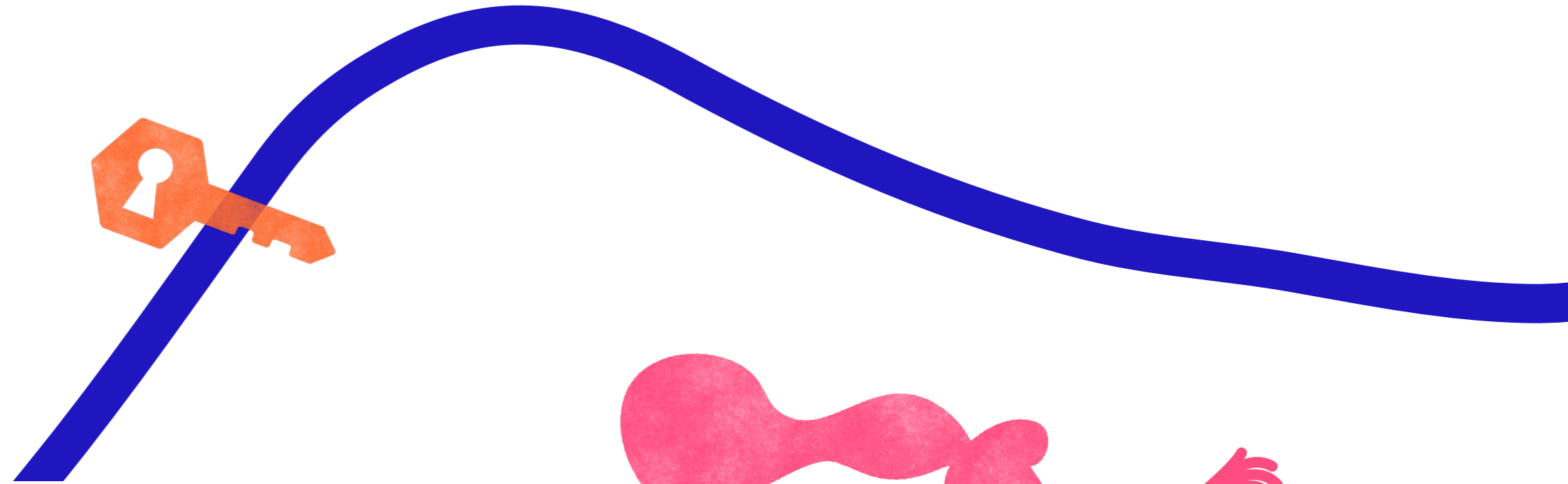
As a result, tourism has become one of the clusters that has anchored the economic growth and national and international promotion of the Municipality of Porto, making the city one of the most competitive tourist destinations in Europe and worldwide.

The numbers prove it: from 2017 to 2022, the number of available beds in the Municipality increased by 41.8% and, in the period from 2015 to 2022, the number of staff working in the tourism sector rose by 54.6%.

In broad terms, in 2022, approximately 4.8 million overnight stays were recorded in Porto, exceeding pre-pandemic figures (4.5 million overnight stays in 2019). Over the years, the seasonality of tourist demand in Porto has been diminishing, with less fluctuation between the high season months – July to September – and low season months.

The contribution of tourism to the dynamics of the Municipality and the region is undeniable in various dimensions:

These results are a reflection of a collective effort – between the public, private and academic spheres; between the Municipality and all the operators who invest in and promote the destination, making it an international case study tourist destination.



Value creation

Cluster relevante para o desenvolvimento económico-social do concelho e da região, com impacto direto na geração de valor, criação de emprego e incentivo ao empreendedorismo.

International affirmation of the “Porto” brand and city positioning

The international status that the Porto brand has achieved, through media recognition, rankings or international awards, contributes to creating a strong geopolitical position for the city, not only in Europe, but globally.

Attraction of private investment

Tourism has emerged as one of the main vectors for attracting private investment, both national and foreign, to the region, positioning Porto among the most attractive medium-sized European cities for investment.



Tourism growth and economic impact

Key indicators

41,4km2 Geographic area 2022	238.300 Inhabitants 2022	7 Parishes
2.412.039 Visitors Jan-Set 2023	4.539.914 Overnight stays Jan-Set 2023	2.12 Average stay days 2022
231.763 Tourist information centre visits 2023	3.5M Museum visitors 2022	9,8% Foreigners with legal resident status compared to the total resident population 2022

Arrivals

15.000.000 Passenger arrivals by plane to Francisco Sá Carneiro Airport 2022	10.000 Flights (arrivals and departures) Francisco Sá Carneiro Airport 2022	107 Destinations with regular routes 2023
29 Airline companies flying to Porto 2023	108.626 Passenger arrivals by cruise to Porto Leixões Cruise Terminal 2022	112 Cruise ships 2022

Source: Leme – Porto Socioeconomic Information Platform (leme.porto.pt)

IN AUGUST 2023, THERE WAS A GROWTH OF 24% (COMPARED TO THE SAME PERIOD IN 2022), ACCORDING TO THE FIGURES COLLECTED BY INE (NATIONAL INSTITUTE OF STATISTICS).

Accommodation

154 Tourist establishments 2022	9.694 Tourist Accommodation 2022	25.936 Accommodation capacity (beds) 2022
+41, 8% Accommodation capacity (beds) 2017-2022	50,9 % Average monthly bed occupancy rate 2022	64,45 € Average monthly RevPar 2022

Tourism industry and economic impact

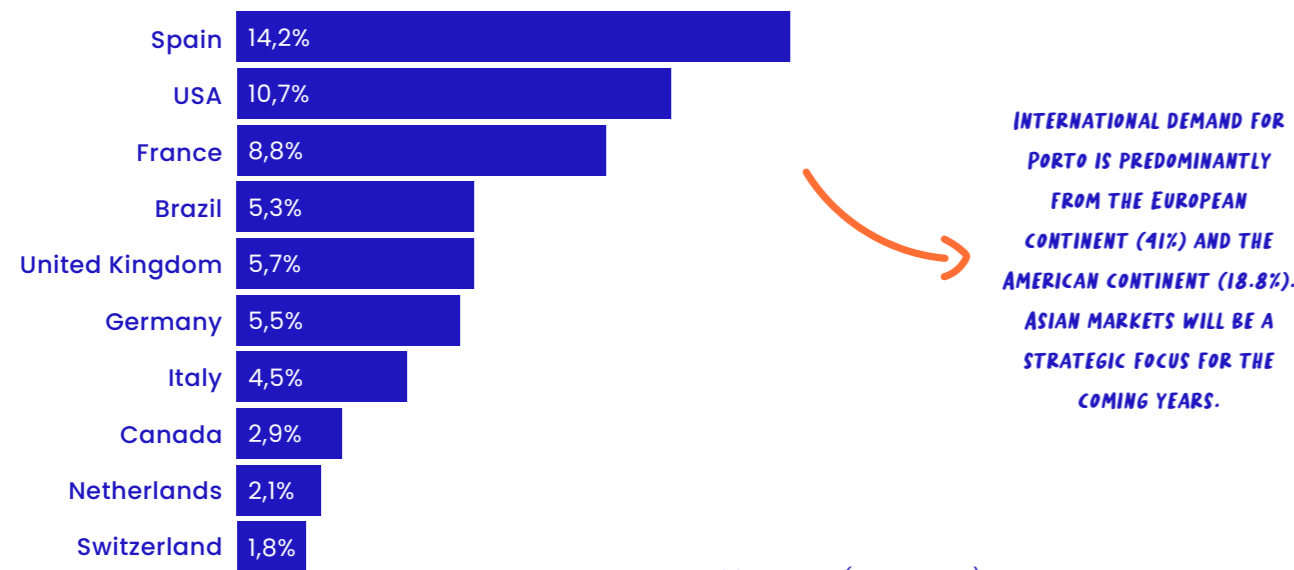
19.697 Staff on duty 2021	+54,6% Staff on duty 2015-2021	658,7 M€ Turnover in the tourism sector 2021
+11,9% Turnover in the tourism sector 2015-2021	238M GVA Accommodation, restaurants and similar 2022	337 M€ Total revenue in tourist accommodation establishments in Porto Jan-Set Jan-Set 2023 (+34% compared to the same period in 2022)

Source: Leme – Porto Socioeconomic Information Platform (leme.porto.pt)



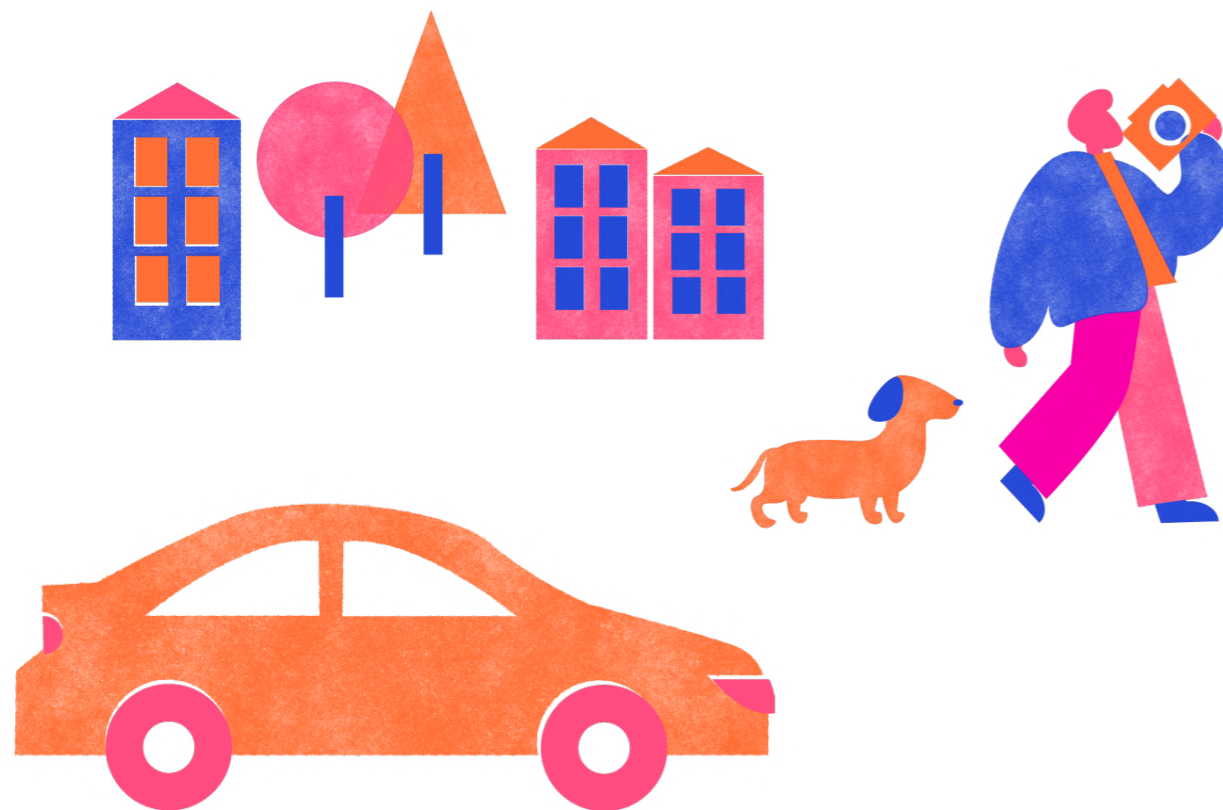
Main markets

Tourist demand is predominantly international, accounting for around 80% of the total visitors. The main countries of origin for visitors are divided between nearby and well-established markets such as Spain, France, the United Kingdom and Germany, among others, and growing long-distance markets such as the USA, Canada and Brazil. Concerning intercontinental markets, the USA is Porto's 2nd main international market.



Source: INE, Provisional data (Jan-Jul 2023)

INTERNATIONAL DEMAND FOR PORTO IS PREDOMINANTLY FROM THE EUROPEAN CONTINENT (41%) AND THE AMERICAN CONTINENT (18.8%). ASIAN MARKETS WILL BE A STRATEGIC FOCUS FOR THE COMING YEARS.



Awards and honours

In recent years, the city has been globally recognised and awarded as one of the most attractive destinations in Europe and the world. It has topped evaluation and voting rankings, winning over the most reputable judging panels, public opinion and international media, solidifying its commitment and responsibility to continue adding value and prestige to the city, guaranteeing the sustainability of the destination in the medium and long term.

Porto is the home and inspiration of **two Pritzker prize-winning** architects: Álvaro Siza Vieira and Eduardo Souto Moura. The Pritzker is considered the Nobel Prize of architecture. Serralves Museum, one of the city's architectural gems designed by Siza Vieira, was considered one of the modern wonders of the world by the Australian newspaper "The Sidney Morning Herald" and is listed among the **top 10 museums in Europe** by the prestigious European Best Destinations website.

Livraria Lello, classified as a Monument of Public Interest since 2013, was also considered **the most beautiful bookstore in the world by the global platform One Thousand Libraries** (1000 Libraries), the largest online community of library and bookstore enthusiasts worldwide.

Francisco Sá Carneiro Airport currently holds the **4th place in Europe for the quality of service provided**. It is the only national airport infrastructure listed in the study carried out by the luggage storage company Bounce in 2023, which analysed passenger volume, parking fees, shops and restaurants of the busiest European airports.

In terms of sustainability and green spaces, the Parque da Cidade [City Park], the Passeio Alegre Garden, and the Palácio de Cristal [Crystal Palace] Gardens currently hold the **Green Flag Award**.

Looking at international press, The New York Times dubbed Porto the "new creative hub" of the country. In 2023, the North American magazine Forbes **selected the city as one of the 50 must-visit places**, and the British blog Preply ranked Porto as the 3rd best city in Europe to explore on foot.

EUROPEAN BEST DESTINATION



GREEN FLAG AWARD



UNESCO WORLD HERITAGE

Historic Centre of Porto - World Heritage since 1996



EUROPE'S LEADING CITY DESTINATION

Porto - Best City Destination in Europe 2022

WORLD'S LEADING CITY DESTINATION

Porto - Best City Destination in the World 2022



2. A NEW VISION: GROW SMARTER, GROW BETTER

- New challenges, new opportunities
- International industry trends
- Recommendations and international good practices
- Growth strategy
- Strategic objectives

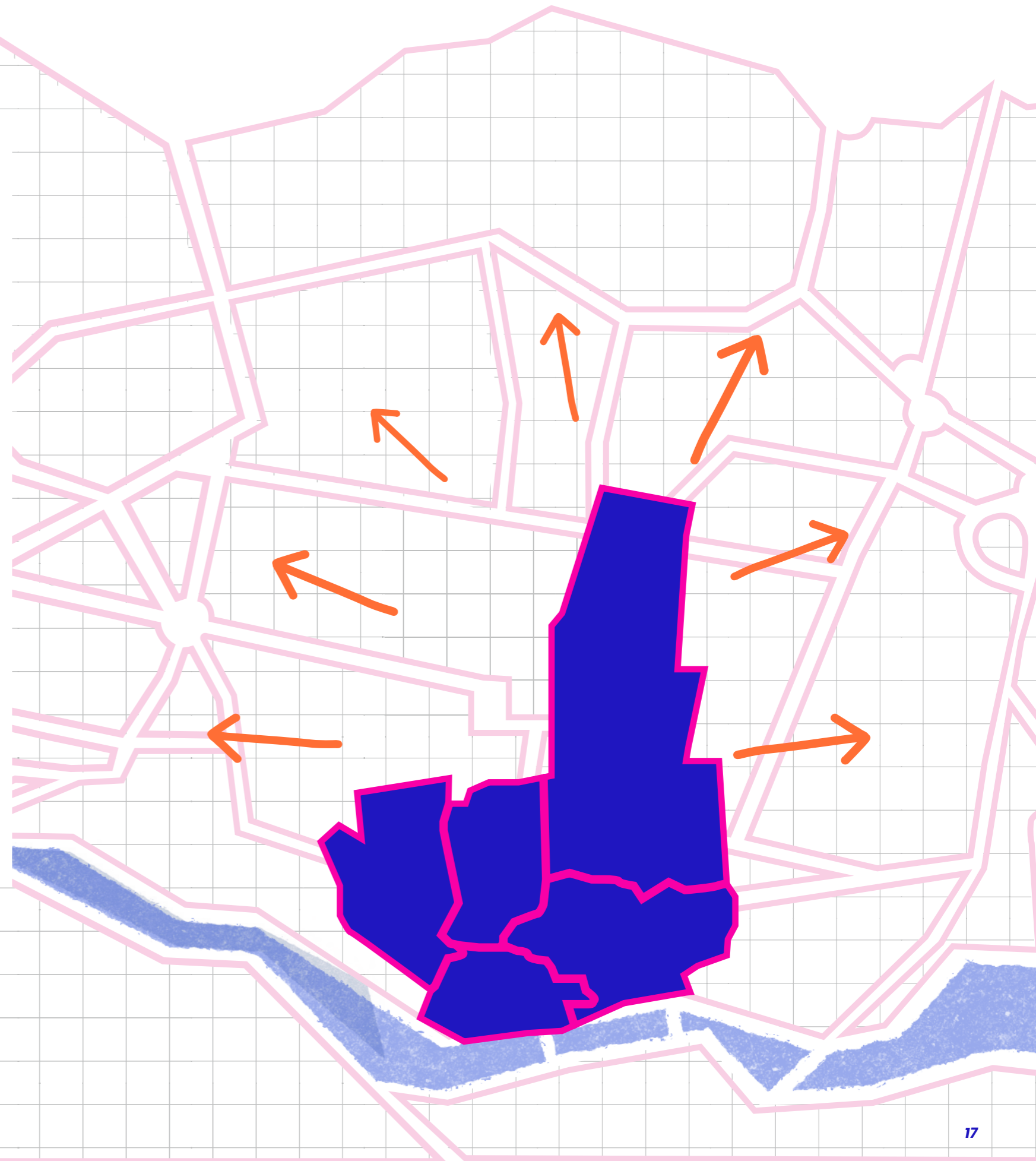


New challenges, new opportunities

The high demand of tourism has led to a concentration effect in certain areas of the city, such as the Historic Centre and Downtown, where the main tourist attractions, services, accommodation, leisure and cultural offers are located, creating a sense of tourist pressure.

Despite the enormous attraction potential of other areas of the city, these remain undervalued. Most of these zones are not covered by the main tourist routes and itineraries, which, consequently, results in a lower supply of establishments and tourist resources, as well as social, cultural and leisure events.

In addition to the geographical confluence of tourist services on offer, there has also been a convergence of the destination's tourist narrative, primarily anchored in its history, heritage, gastronomy and nightlife. Coupled with this factor is a massification of the tourist profile, lacking clear audience segmentation which would allow the exploration of different products and tourist itineraries in other parts of the city, creating attraction hubs scattered throughout the territory.



International industry trends

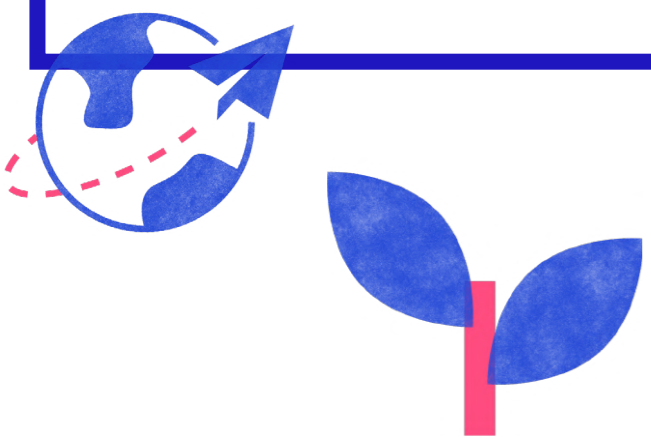
An analysis of the trends shaping the international tourism landscape enables a cross-referencing between the destination's potential and the opportunities of emerging segments and consumer behaviours.

According to the research carried out, the following global trends stand out.

Slow Travel

One of the most evident trends in international searches that aligns with the proposal of the Porto experience is slow travel. This form of tourism seeks the authenticity of the destination, interaction with local communities and an "escape" from the most popular routes. As an alternative to mass tourism, it advocates for a more sustainable, conscious and purposeful approach to travel.

The profile of this type of tourist looks for accommodation in more residential areas, with a sense of "neighbourhood", and seeks interaction with local businesses. In addition to the longer duration of the stay, slow travel is characterised by the search for lesser-known areas frequented by locals and an extension into other nearby territories. These tourists are interested, curious and actively seek experiences beyond the traditional tourist routes.



"Workations" and digital nomads

With the reconfiguration of work models, where remote work has become an increasingly prevalent reality in the business world and the lives of employees, we are witnessing a trend that combines tourism with work routines. This trend allows an extended stay and a more authentic experience of destinations.

This implies a set of conditions, such as temporary accommodation options, coworking spaces, reliable internet service and, of course, an attractive destination for both living and visiting, enabling a work-life balance.



Bleisure

Business travel is also undergoing a reconfiguration that involves a more human-centred approach, taking into consideration the social and personal needs of employees. Consequently, there is an increase in social programmes associated with the Meetings, Incentives, Conferences, and Exhibitions (MICE) segment, as well as the extension of post-event trips. The experience at MICE events is also evolving as the profile transitions from purely business-focused to a hybrid format that combines business and leisure. This shift opens up opportunities for greater interaction with the destination city and articulation with other types of local experiences.

Digital Transition

Few sectors have undergone such a rapid a digital transformation as tourism in the last decade. Driven by new technologies and platforms, a new paradigm has emerged, permeating the entire industry and the visitor's journey, from booking to interacting with tourist experiences and attractions.

There is a need for a swift adaptation and modernisation of cities, as well as its channels of interaction with travellers, to meet the new needs and - one could even say - demands of an increasingly digital world.



Inclusive tourism

Diversity and inclusion are currently guiding values in any activity, and tourism is no exception, reflecting the values of a welcoming community. Inclusive tourism anticipates and responds to the needs of all visitors, encompassing different types of disabilities and other special needs, including the elderly, pregnant individuals, parents with children in pushchairs and people with temporary injuries.



Recommendations and International best practices

In 2019, the World Tourism Organization (UNWTO) issued a set of 11 recommendations and best practices for managing tourism pressure, titled “Overtourism? Understanding and Managing Urban Tourism Growth beyond Perceptions”. Among the main recommendations that serve as the foundation for Porto’s tourism strategy are:

- **Dispersing visitors within the city** and its surroundings by creating a city identity that covers its entire territory and dialogues with neighbouring territories.
- **Stimulating new routes and itineraries** that invite visitors to discover new areas of the city and explore visitor niches based on specific interests.
- **Ensuring that local communities benefit from tourism** by creating employment opportunities and contributing to the socio-economic development of the region, as well as encouraging the community to develop tourist products that meet the destination’s needs or bring added value and innovation to the existing offer.
- **Creating city experiences that benefit both residents and visitors**, ensuring the integration of residents’ needs and desires with the interests of tourists, viewed as temporary residents, as well as developing products that promote interaction between both.
- **Promoting a respectful and committed tourism** by promoting local values, traditions and norms to visitors.

Additionally, the tourism strategy has been developed in close alignment with the United Nations Sustainable Development Goals (SDGs), particularly in relation to carbon neutrality, circular economy and sustainable economic growth.

Growth strategy

So how can we then ensure tourism that generates long-term value without jeopardising the quality of life of residents and the environment?

Destination development



Strategic Objectives

We now have the opportunity to create value-added tourism for the city of Porto. Lead the construction of a strategic vision and implement it in the field, laying the foundations for its future development.

TRULY QUALIFIED: Qualifying to generate value

Versatility and sophistication of the destination, consolidating a differentiated value proposition in the international market.

- Enhance the “Porto” brand and the international positioning of the destination
- Improve the quality of the city experience (tourism service)
- Elevate the profile of the tourist, creating value-added tourism
- Qualify and enhance the tourist offer
- Organise, regulate and control tourist activities and their impact on urban dynamics
- Promote responsible and respectful tourism
- Create conditions for accessible tourism
- Promote the digital transition of the sector and the tourist experience

TRULY DECENTRALISED: Diversifying to grow

Focus on the quality of tourism rather than the volume and short-term tourism, exploring the potential of various areas and public spaces in Porto by strategically segmenting the different visitor profiles.

- Decentralise the flow of visitors, taking pressure off the Historic Centre
- Value the potential of other areas of the city
- Increase the average stay and RevPAR (Revenue per Available Room)
- Disperse tourist accommodation throughout the entire territory
- Create new reasons to visit (repeated guests)
- Diversify the visitation axes and visitor segments
- Attract long-distance and long-stay tourism

TRULY SUSTAINABLE: Preserving the future

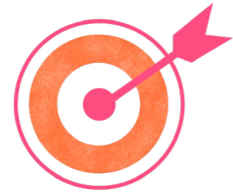
Perception of a destination that combines tourism interests and the well-being and quality of life of residents. Create conditions for tourists to feel like temporary residents of Porto and residents to feel like active participants and beneficiaries of the impact of tourism.

- Balance interests between residents and visitors
- Promote the sustainability of the destination
- Reduce the negative impact of tourism on the city
- Create synergies inside and outside the destination, promoting a collective network of sharing, development and cooperation

3. PORTO, AN IDENTITY TO KEEP

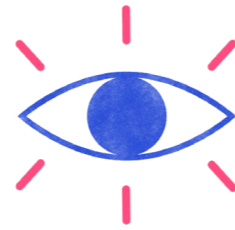
- ➔ Vision, mission and values
- ➔ Guiding principles
 - *Truly Cohesive*
 - *Truly Diverse*
 - *Truly Balanced*





Vision

Positioning Porto as a destination “from its own to its own” – for those who live, work, study, visit and invest. A destination that welcomes, creating a sense of belonging (residents and tourists as temporary residents), and that cares, meeting the needs and desires of all its publics.



Mission

To contribute to a sustainable city model and promote Porto as an authentic and sophisticated destination, with an internationally recognised quality of life.



Values

With its beating heart and open arms, Porto preserves a distinctive city DNA, much like its accent, which runs through its people, history and way of life.

Historical

A proud member of the UNESCO World Heritage Sites list since 1996, Porto is a true open-air museum of history, architecture and culture. Among its built heritage, notable landmarks include the Clérigos Tower, Porto Cathedral and Bolhão Market. The city also has a special connection with the Douro River, which runs through it, and over which six bridges were built, also representative of a city connected to its past.

Contemporary e criativa

A city that has been home to artists, writers and architects, whose legacy shaped its personality and inspired generations to experiment and create. From fashion design to ceramics, from illustration to street art, Porto is nowadays a bustling art hub.

Inclusive and accessible

A city for everyone, open, inclusive and promoting equality and diversity, which anticipates needs, cares and raises awareness.

Authentic

A city full of character and essence made of its people, know as “Tripeiros”, genuine and welcoming. Each one of them embodies the city’s personality and values: open, authentic, strong-minded and proud of their history and culture.

Sensorial

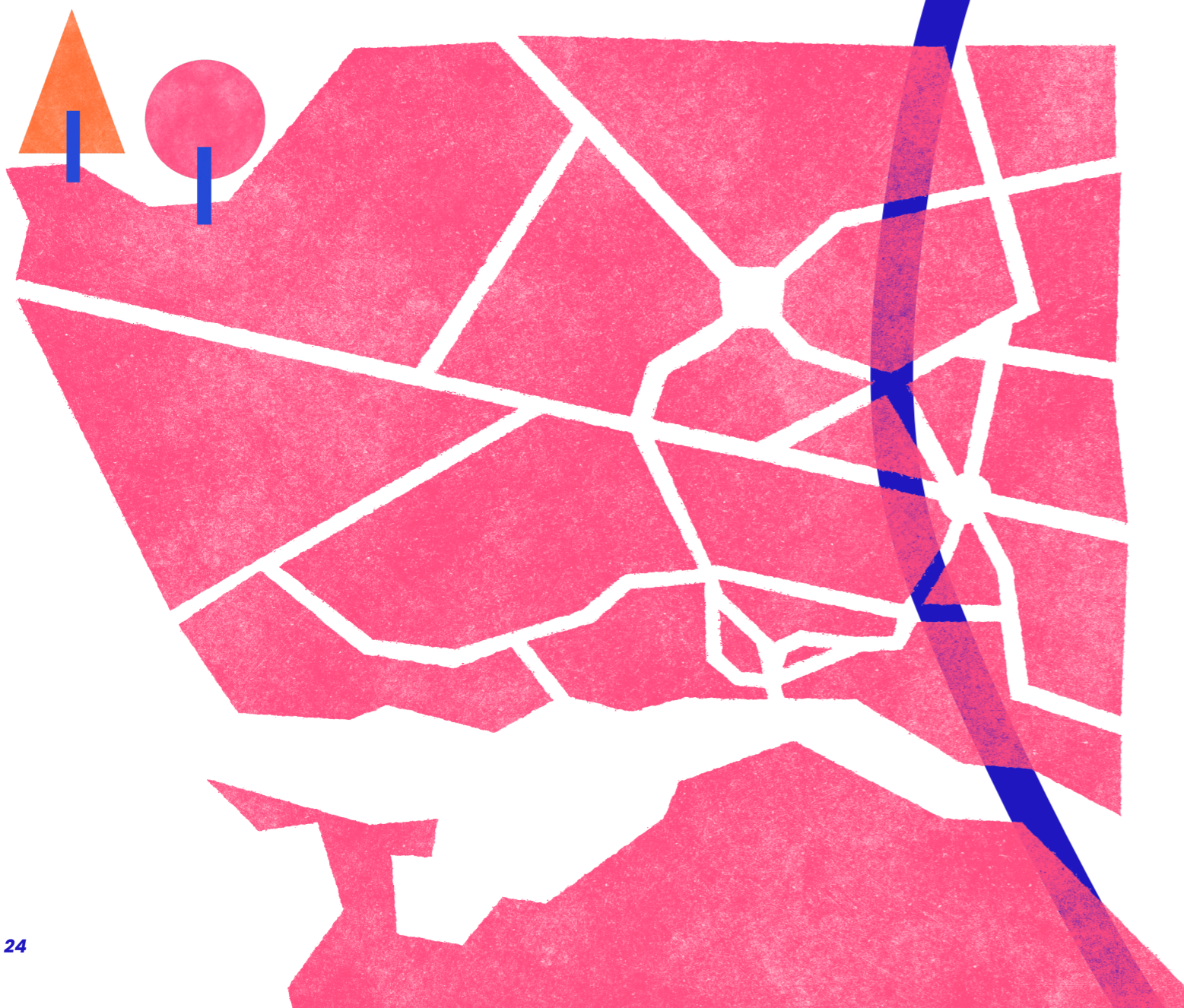
Porto is experienced through picture-perfect landscapes, the flavours of comfort food, the seductive aromas of Port wine, the sounds of Bolhão market’s vendors, or the traditional singing called “desgarrada.” A city in which the senses awaken emotions and memories that invite you to return.

Sustainable

A city concerned with the well-being of future generations, committed to becoming a worldwide reference as a sustainable destination, actively combating climate change and promoting carbon neutrality.

Innovative and digital

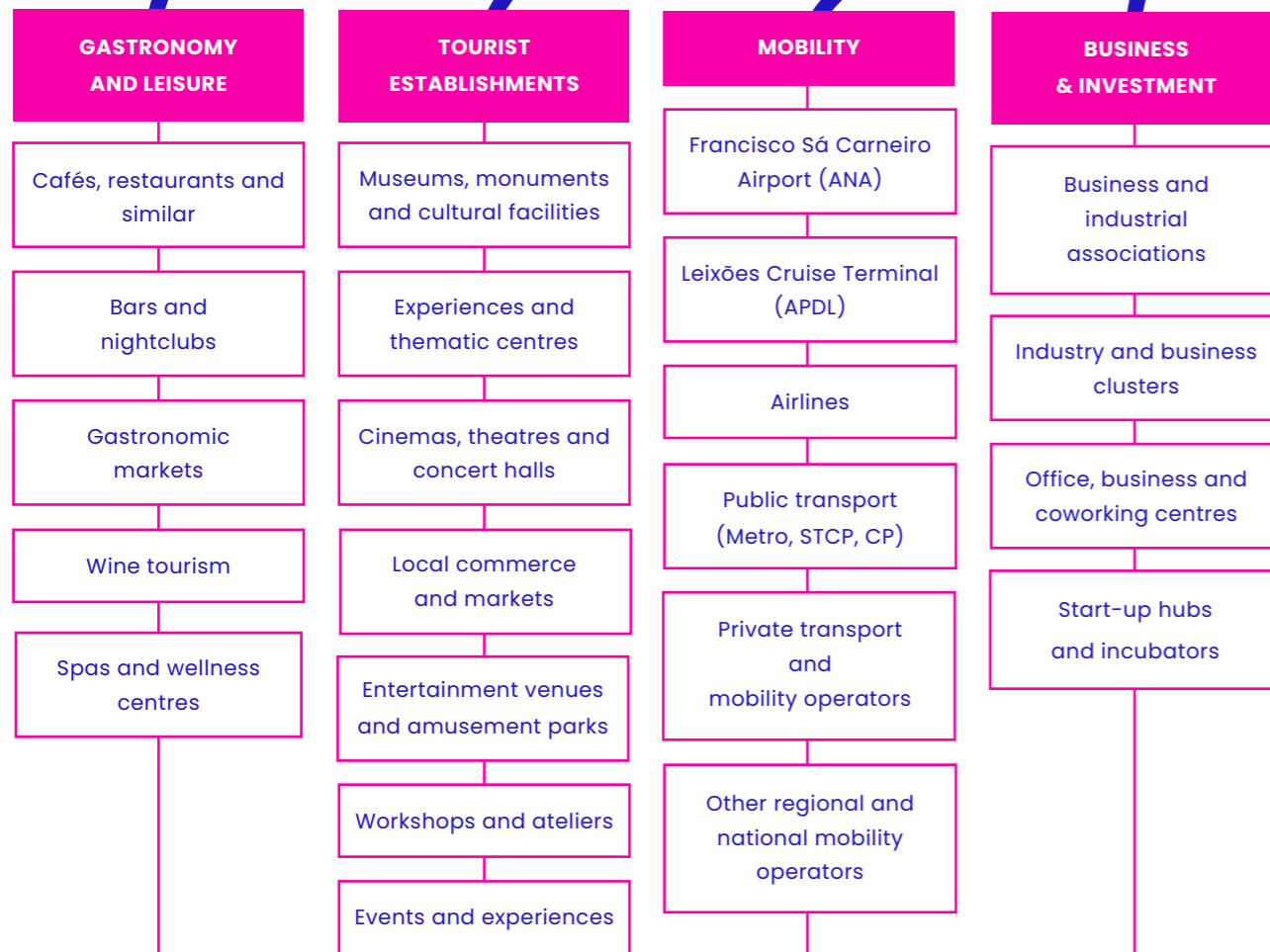
A city designed for the future and connected to the world, which leverages technology as an intelligent management tool at the service of people, based on digital humanism.



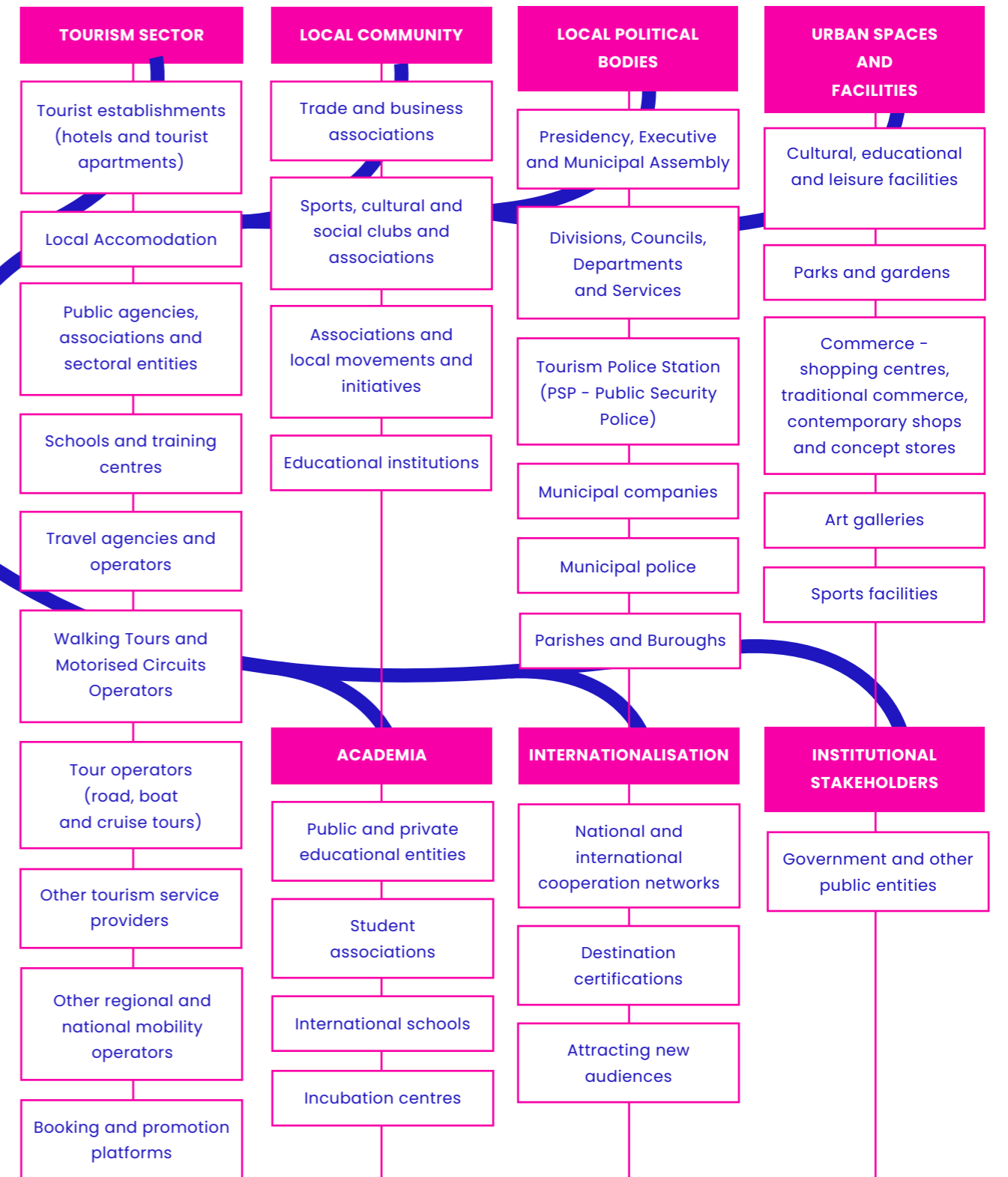
Truly Cohesive

Tourism in Porto is a shared responsibility within a cohesive and interconnected network of entities, operators and facilities that actively contribute to the city experience.

We have mapped out the key players who, whether directly or indirectly, are an integral and active part of the destination's tourism dinamisation and promotion ecosystem.



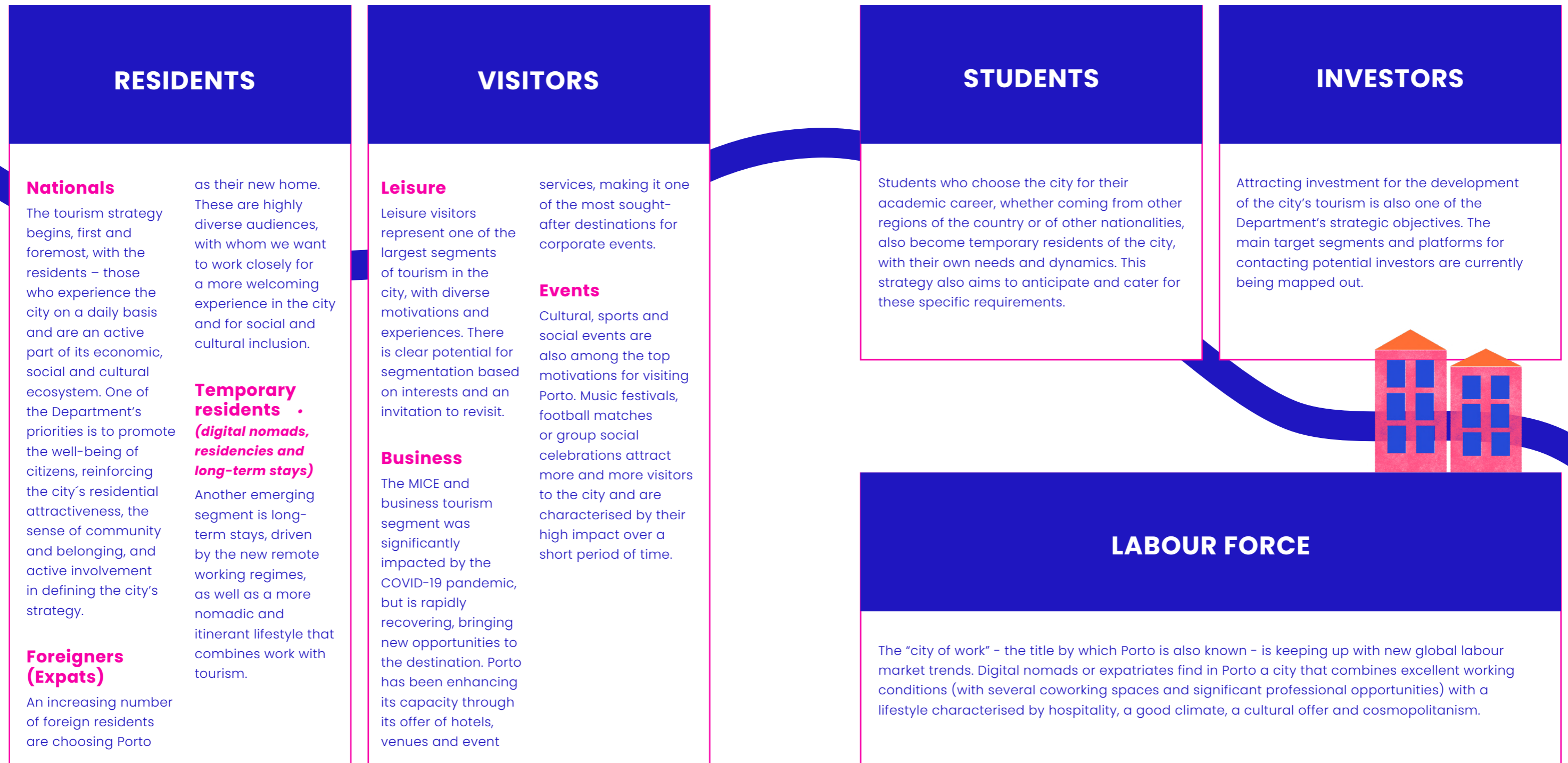
Porto's tourism ecosystem



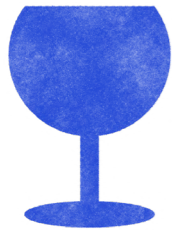
Truly Diverse

With the ambition to diversify approaches and expand opportunities, the tourism strategy being implemented includes a segmented approach targeting specific audiences and market niches. This segmentation will enable a more precise intervention of the actions, partnerships and implemented measures, to address the specific needs and desires of each one.

Target audiences



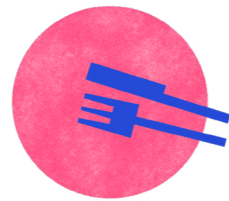
Attractiveness factors



City Breaks

Proudly holding the award of “Europe’s Leading City Break Destination 2023,” this is the most significant segment of tourism in the city. With a rich centuries-old heritage, excellent cuisine and wines, vibrant commerce, as well as a diverse and dynamic arts and culture programme, Porto offers a unique city break experience to (re)visit for short stays.

museums and concert halls, such as the Serralves Museum or Casa da Música, Porto is a privileged destination for art, architecture, and cultural enthusiasts.



Gastronomy and Wine Tourism

A gastronomic destination of excellence with a historical connection to the production of Port wine, one of the most renowned and appreciated wines throughout the world, Porto truly captivates with its flavours and aromas. Currently, a new generation of chefs is elevating traditional gastronomy to the level of fine dining, placing the city on the prestigious Michelin Star map.



Art, Architecture and Culture

The birthplace of some of Portugal’s most renowned architects, some of whom are living legends of the profession, such as Siza Vieira or Souto Moura, and home to some of the most prestigious



Fashion and Design

As a hub for the most important textile production centre in the country and one of the most relevant in Europe, Porto is recognised as a fashion and design cluster. It currently exhibits a vibrant dynamic of designer labels and independent brands, with contemporary approaches and proposals that sign the new “made in Portugal” fashion label. “made in Portugal”.



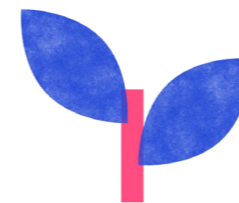
River and Sea

With its privileged location between the river and the sea, Porto boasts an extensive seafront that invites you to go for a pleasant stroll or enjoy its Blue Flag-awarded beaches.



Nautical Tourism

A true haven for nautical experiences, along the Douro River or out in the open sea along the Atlantic coast, this is a tourism segment boosted by the reinforcement of infrastructures and operators in this area of activity. In addition to the traditional and popular boat tours along the river, passing under the six bridges, there is a renewed tourist offer focused on nautical excursions and experiences.



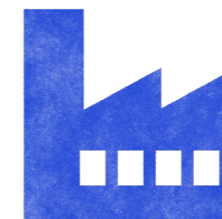
Parks and gardens

With the largest urban park in the country - Parque da Cidade do Porto -, the city is increasingly recognised for its natural attractions, including parks and gardens scattered throughout the territory, with emphasis on Passeio Alegre Garden and Palácio de Cristal [Crystal Palace] Gardens. Additionally, Porto has close links to some privileged nature destinations, such as Peneda-Gerês National Park or the Douro Estuary Local Natural Reserve, which offers an attractive setting for birdwatching.



Health and Wellness Tourism

The health and wellness segment is one of the emerging trends in global tourism, aligned with society’s increased awareness of the importance of physical and mental health care. As a result, new opportunities are emerging in medical tourism – where individuals seek a destination for medical services and procedures – as well as wellness retreats and experiences, with a growing offer in the city.



Industrial Tourism

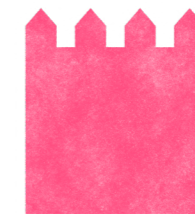
As a member of the Portuguese Industrial

Tourism Network, coordinated by Tourism of Portugal and the Porto and North Regional Tourism Body, Porto strategically promotes industrial tourism. This involves exploring the city’s traditional industries, highlighting memories of its historical and cultural past.



Cultural and Landscape Touring

The number and diversity of tours on offer in Porto are well-established. Individual or group, general or themed, day or night, the circuits and routes available allow visitors to get to know the city and see it from different perspectives: on foot, by bike, by boat or by bus.



Classified Historic Centre

The Historic Centre of Porto has been classified as a UNESCO World Heritage Site in 1996. Its richness and diversity is unique, bringing together monuments and buildings representative of the Romanesque, Gothic, Mannerist, Baroque, Neoclassical, Art Nouveau and other artistic movements. A real invitation to (re) discover a city where respect for the past can be felt in the present.

Truly Balanced

An efficient and effective long-term strategy presupposes the guarantee of balanced, inclusive and conscientious management, based on pillars of accessibility, responsibility and protection.

For this reason, we have listed some of the overarching pillars of the entire strategy, responsible for preserving the city's values, inspiring behaviours, and leading by example.

Transversal pillars

Digitalisation

Promoting the destination's digital transition involves incorporating systems, solutions and channels that contribute to improving the quality of life of residents and visitors.

In a world undergoing accelerated digitalisation, it is imperative that the destination adapts its communication structures, visitor interaction and tourism products to the new digital era and empowers professionals and businesses in the sector with digital tools.

Accessibility

The goal is to create conditions to make Porto an accessible destination, where everyone, regardless of their limitations or special needs, can enjoy spaces, public areas, tourist resources and visitor experiences independently, autonomously and equally. This is a collective effort that the Municipality intends to lead by example, creating the conditions for adopting best practices and adapting the tourist offer.

Inclusion

Alongside accessibility, the strategy aims to promote and encourage diversity and inclusion, reflecting the open and welcoming character of the city and its people. This includes LGBTIQ+ tourism as well as respect for ethnic, religious or other minorities.

Tolerance and respect

In line with the aim of promoting a balance between the well-being of residents and visitors, minimising the negative impact of tourism on the city's dynamics, initiatives will be undertaken to share best practices and raise awareness of the principles of respect and integration with the destination.

Sustainability – Porto Climate Pact

The tourism strategy is fully aligned and committed to the Porto Climate Pact, an initiative by Porto City Council that calls for collective action by citizens and organisations to achieve ambitious carbon neutrality targets. Porto has been selected by the European Commission to join the group of 100 climate-neutral Smart Cities. As a Mission City, the ambition is for Porto to be a national and European leader in climate action, anticipating carbon neutrality by 2030.

As part of its commitment to sustainability, the city of Porto was recognized as a certified entity (Platinum level), by the international organization World Council On City Data, according to the ISO 37120 standard, which promotes sustainable development of cities.

This certification was supported by several

internal and external partners (public and private), that helped us to gather the main performance indicators in 19 thematic areas related to public services and quality of life, such as economics, education, energy, environment and climate change, finance, health, governance, sport and culture, housing, security, mobility, and urban planning.

The compiled data allows us to monitor the progress of the sustainable development of the city and support the resource planning policy, to achieve a more responsible and sustainable society.



4. THE STRATEGY FOR A SUSTAINABLE FUTURE: LINES OF ACTION

- Axis 1: Qualifying to generate value
- Axis 2: Diversifying to grow
- Axis 3: Preserving the future

Axis 1 Qualifying to generate value

- Confiança Porto programme [Trust Porto]
- Meet-Up Porto
- Formação + Próxima [Closer] training programme
- Immersive Tourism in Schools
- Street Entertainers – Regulations for the Occupation of Public Space

Enhance city tourism experiences through close and collaborative work with operators and partners to raise standards of hospitality and service for tourists, improving the perceived quality of the city's tourism.

Operational objectives:

- **Invest in training and professional qualification:** empower human resources in the sector with technical skills and specialised knowledge aligned with the city's tourism strategy
- **Attract talent to the sector:** promote and encourage initiatives that support recruitment and improve the attractiveness conditions for professions related to tourism
- **Qualify and certify the tourism offer:** establish and standardise quality standards and criteria
- **Maximise the digital transition of the sector and the tourist experience:** evaluate and propose initiatives aimed at the digitalisation of processes and the adoption of digital technologies

Confiança Porto programme

The Municipal Recognition Programme “Confiança Porto” was implemented in 2021 and aims to distinguish excellence in service provision, through the validation and recognition of good practices implemented by the tourism sector. Initially intended for Tourist Accommodation, it expanded its scope to Tourist Walking Tours and Motorised Tourist Circuits, focussing on the qualification of human resources and emphasising the visitor interaction with the local culture, environment and population, as well as the dissemination of narratives about the city’s history that respect its authenticity and uniqueness.

FIND INFORMATION ABOUT THE PROGRAMME, CONDITIONS AND REGULATIONS AT CONFIANCAPORTO.CM-PORTO.PT.

Objectives

- Contribute to the training and quality of the accommodation on offer, in collaboration with the sector
- Qualify and recognise tour operators by promoting content creation and new narratives
- Decentralise and regulate tourist flows, stimulating the creation of new tourist attraction hubs, extending stays in the city with a positive experience

Metodologia

The programme includes **a component of completely free**, non-mandatory training based on the sharing of best practices and guidelines on a range of identified topics, which assist managers in providing excellent service.

To obtain the “Confiança Porto” recognition badge, entities undergo a **technical visit that analyses and verifies** compliance with the established requirements, assigning a score.

Tourist operators with a valid license and tourist accommodations who obtain a percentage **equal to or greater than 85%** will be proposed for recognition by the Porto City Council

Tourist Accommodation

The initiative aims to distinguish tourist accommodation establishments operating in the municipality that comply with a set of best practices and initiatives in areas such as management (organisational, financial and employee retention), hospitality, cleanliness, equipment, infrastructure, safety, sustainability and the use of local products. Practices that promote tourism and the sustainable development of the city, particularly in the social, environmental and economic aspects are valued.

If all requirements are met, the company receives both a physical and digital badge from the programme and is also included in the municipality’s communication strategy..

Tourist Walking Tours

The “Confiança Porto” programme is aimed at all promoters, travel agencies, tour operators and individuals who conduct guided walking tours around the city, qualifying this activity. Priority is given to preserving the identity and memory of places, as well as the diversity and uniqueness of the tourist offer throughout the territory and the decentralisation of tourist flows, thus stimulating the creation of new hubs that promote the extension of visit duration and positively impact the tourist experience.

Participation requirements include the presentation of a content portfolio, coverage of at least 3 distinct areas of the city when conducting walking tours, offering tours in two or more languages, and the booking of walking tours available on online platforms.

Circuitos Motorised Tourist Circuits

This aspect of the “Confiança Porto” programme is intended for tour operators duly licensed by the Municipality of Porto, who organise and promote sustainable tourist trips in motorised vehicles in the city.

The objectives include qualifying the service providers of Motorised Tourist Circuits, contributing to promoting the uniqueness of the tourist offer in terms of the quality of the content tourists receive, and organising spatial distribution throughout the territory.

SO FAR, THE “CONFIANÇA PORTO” PROGRAMME HAS RECOGNISED 38 TOURIST ACCOMMODATION ESTABLISHMENTS AND CARRIED OUT 23 TRAINING SESSIONS



Meet Up Porto

Meet-Up Porto is the result of a partnership between Porto City Council and Fórum Turismo Association, the founding entity of the Employment Exchange, and focuses on recruiting, valuing and retaining talent in the tourism sector.

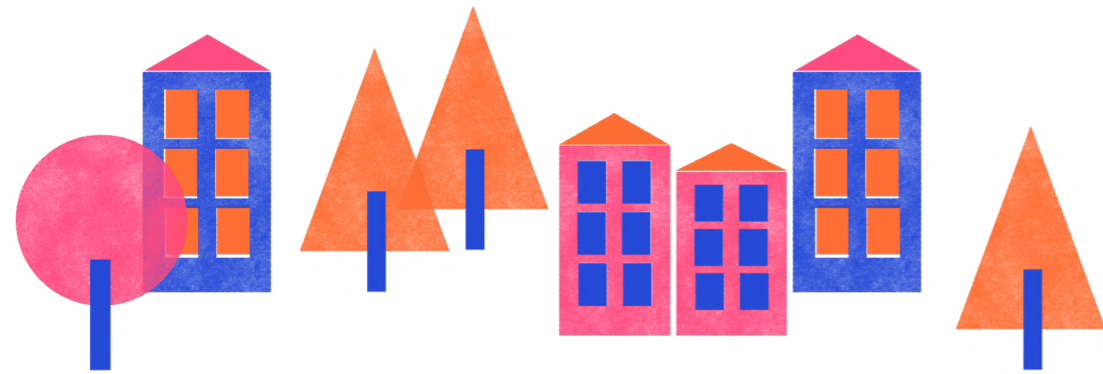
Launched in 2023 and already in its second edition, this initiative promotes the sharing of ideas and experiences between companies and associations operating in the city in order to improve recruitment processes, build qualified teams and identify common challenges.

Formação + Próxima [Closer] training programme

Under the cooperation protocol signed between the municipality, Turismo de Portugal and the School of Hospitality and Tourism (Porto), this project promotes knowledge and qualification in the tourism sector and in other sectors related to tourism activity. It provides training for local tourism development agents, empowering people who work in the different sectors.

“Formação + Próxima” programmes are tailor-made, duly certified and equipped with specific contents and materials for each segment.

In an interactive and multidisciplinary approach, the training programmes include theoretical and practical components, using interactive dynamics and experiences. The target audience includes workers from the different municipal services who interact with the tourism sector or who are in contact with visitors in some way. They are perceived as “hosts” and promoters of the destination’s image and values.



The **first phase** was destined for the Municipal Police, who are not only responsible for security and public order, but also for the important mission of providing support and information to citizens, residents or visitors in the city. With massive participation – a total of around 200 officers – the programme was divided into two training sessions, one in local tourist information and one in English language, divided into different levels of language proficiency.

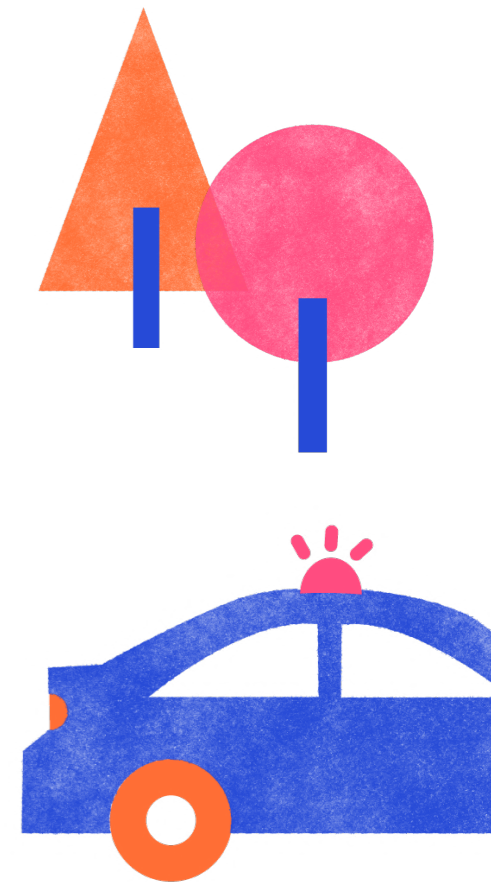
The **second phase**, scheduled for 2024, will be aimed at professionals from Municipal Museums and Libraries and will also provide training in service provision and tourist information, such as good practices in welcoming and hospitality. This action also aims to provide information about the resources available for tourist service – communication channels and support equipment, such as tourist information offices.

Municipal Police – App

As Municipal Police Officers are often approached with requests for tourist information by visitors of different nationalities, it was considered necessary to provide these agents with an innovative solution through a mobile application that facilitates communication in different languages and allows them to help tourists, contributing to a better tourist experience.

To develop the APP concept, a partnership was established with the Faculty of Engineering of the University of Porto (FEUP) – Project Management Laboratory, where Masters students from FEUP, the Faculty of Economics (FEP) and the Faculty of Fine Arts (FBAUP) practice project management and apply knowledge from different areas of expertise, in a multidisciplinary learning environment.

The intention is for this APP to support the nearly 200 Municipal Police officers in their interaction with tourists. The APP will provide real-time features such as voice translation, personalised and calculated itineraries by car, on foot, by metro or bus, as well as useful information that the officer can share with the tourist via a QR code.



Immersive tourism in schools

Eastern zone

- AE ALEXANDRE HERCULANO
- AE ANTÓNIO NOBRE
- AE CERCO DO PORTO

Historic centre

- AE AURÉLIA DE SOUSA
- AE CAROLINA MICHAELIS
- AE RODRIGUES DE FREITAS

Western zone

- AE GARCIA DE HORTA
- AE INFANTE D. HENRIQUE
- AE LEONARDO COIMBRA - FILHO
- AE MANOEL DE OLIVEIRA

This is an itinerant project that, in 2024, will be visiting 12 elementary schools in the Municipality, spread across the **east, west and the Historic Centre**. Its mission is to raise awareness of students between the ages of 10 and 12 of the importance of the tourism sector.

Through engaging extracurricular activities that combine the creation of new narratives with the use of various digital tools, the aim is to introduce students to local heritage and history, to professions linked to the tourism sector and the different strategies implemented. This will help young people to feel like “ambassadors” for a tourist destination of excellence.

By encouraging the sharing of experiences and knowledge in a fun and entertaining way, it will be possible to raise the younger generation’s awareness of the importance of hospitality, of the preservation of tangible and intangible heritage and of learning foreign languages.



Phase 1 | Virtual journey



Phase 2 | Interactive digital quiz



Phase 3 | Educational game

The first phase of the project consists of a 360° virtual journey in a Dome to explore local heritage and tourism professions through a short video and a mascot (avatar). In the second phase, already in the classroom setting, everyone will participate in an interactive digital quiz created specifically for collecting and processing information and reinforcing the message. In the third phase, a personalised educational game will be developed for use in the classroom or family context. Finally, classes will discover Porto’s heritage on a city tour. Tourism in Schools will kick off in January 2024 with a pilot project at the Dr. Leonardo Coimbra Elementary School.

“Street entertainers Regulations for the Occupation of Public Space”

Street entertainment has become a well-established practice in public spaces of cities, helping to reinforce the attractiveness, identity and experience of these places. The city of Porto is no exception: cultural manifestations of street artists have proliferated in urban contexts, in areas with a large influx of people, attracting residents and tourists and becoming a distinctive feature of both the local identity and Porto’s culture.

The Municipality of Porto’s strategy advocates territorial and social cohesion through the implementation of sustainable measures, with multiplier effects throughout the territory. These measures prioritise accessibility and pedestrian mobility, maximising and optimising the use of public space.

At the same time, the strategy also encourages the creation of new centralities in more socially vulnerable areas, aiming for social cohesion, economic and cultural flourishing, attraction of investment, improved

quality of life for residents, giving the urban spaces new functionalities and experiences. Nevertheless, current needs require sustainable management of public spaces, ensuring that the territory is valued and enjoyed as a whole, with accessibility, inclusion and safety, promoting respect for best practices, especially in places and at times of high potential attractiveness and affluence.

For these reasons, it is crucial to ensure that street entertainment reinforces the good image of the city, contributing to the sustainability of the territory, operating in different areas and for different audiences. It should promote mobility and accessibility in the places where it occurs, aiming to create a harmonious environment between the different users of urban public spaces.

The need to regulate street entertainment activities in public spaces emerged in 2022 and, since there was no legal framework for street performers, the Municipality of Porto initially studied the

practices adopted in other cities and even in other countries. Following this process, a provisional regulation was designed, which includes provisions such as: the requirement for a municipal license to perform on the street; prohibition of sound amplification; performances permitted between 10am and 8pm.



Axis 2 Diversifying to grow

- Territorial Quarters
- Great Wine Capitals
- Creative Tourism
- Historic Routes
- Health Tourism
- Literary Tourism
- The Caminho de Santiago - St James Way
- Industrial Tourism

The city as a whole - from the centre to the neighbourhoods. Promoting the decentralisation of tourist flows will alleviate pressure on high-demand areas by redefining narratives and tourist circuits to diversify audiences and expand opportunities. It is an invitation to discover the multiple cities within the city, the identity of each quarter, the diversity of its offer, the stories and the secrets waiting to be unveiled.

Operational Objectives:

- **Create new city narratives:** promote the diversification of points of interest and attractiveness through the creation of new narratives and routes, which will allow the promotion of the identity of each quarter and its integrated and diverse offer of tourism, leisure, culture and sports
- **Segment tourism by areas of interest,** from architecture to nature, wine to fashion, industry to craftsmanship, allowing the creation of differentiated experiences and attracting new audiences, as well as making the city into a hub connecting with other destinations in the northern region and the rest of the country
- **Promote greater integration between tourism and the city's social agenda:** open city experiences – public spaces, tourist resources, facilities and cultural programming – to residents and visitors, promoting greater interaction and social and cultural synergies
- **Promote territorial** (inter-regional, national and international) and intersectoral (economic, cultural, environmental, health, etc.) cooperation networks: create and integrate networks for the promotion and dynamism of tourism, placing Porto on the itineraries of strategic interest



Territorial quarters

The challenge of managing the tourist pressure on the city and the need to balance the quality of life and well-being of residents with the interests of tourism form the basis of this strategic project for the Municipality, and one of the cornerstones of “Vision map for the sustainable future of the destination of Porto”.

To achieve this goal, the Tourism and Internationalisation Division is working in partnership with various stakeholders to conduct a study aimed at identifying and strategically developing tourist territorial units in the city of Porto, capable of contributing to the decentralisation of the city's tourism supply and demand.

This new perspective on the city will allow for individualised promotion and investment attraction strategies for each quarter, based on the identity, competitiveness and attractiveness factors and tourist offer of each quarter. They will respond to the needs, potential and idiosyncrasies of each “micro-destination” within the Porto destination.

The goal is to create new reasons to attract tourism and investment for the sustainable development of each quarter, diversifying the accommodation options for overnight stays, the visitor itineraries and tourist, cultural and leisure hubs.

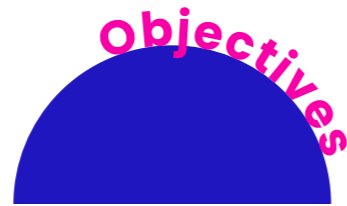
This dispersion of the Porto destination is crucial for the continued sustainable growth of tourism in the city, preventing the “exhaustion” of its attractiveness factors and promoting environmental, urban, economic and social balance and development.

Lines of action:

The project comprises three areas of action:

- Diagnosis of current tourist flows and their concentration in the city, identifying tourist areas with potential scenarios of tourist overcrowding
- Territorial demarcation, defining the identity of the “territorial quarters” and developing a strategic plan that consolidates the new identities and territorial narratives
- Mapping new territorial units of tourist attraction and developing action plans for their activation and dynamisation

- Consolidation of levels of tourist influx, consumption and length of stay, and accommodation capacity
- Higher hotel occupancy and RevPAR (Revenue per Available Room)
- Improve budgetary efficiency in territorial and tourism marketing efforts
- Improve infrastructural and sustainability conditions for both residents and visitors
- Strengthen the brand image of Porto as a sustainable tourist destination
- Improve visitor experience by mitigating the overcrowding effect
- Increase global economic impact in terms of employment, expenditure and fiscal revenue



The different stages of the work developed were based on the use of varied methodological tools, used in a complementary and articulated way:

- **Documentary review:** identification, selection and analysis of reports, studies, policy documents and other information to be collected
- **Statistical analysis:** collection, processing and analysis of data from official sources, this being an essential tool to ensure an objective diagnosis of relevant dimensions, the analysis of external competitive forces and a well-founded interpretation of trends
- **Benchmarking:** presentation and analysis of benchmark cases with similarities in conditions

and/or issues related to visitation, as observed in Porto, potentially inspiring solutions to be adopted

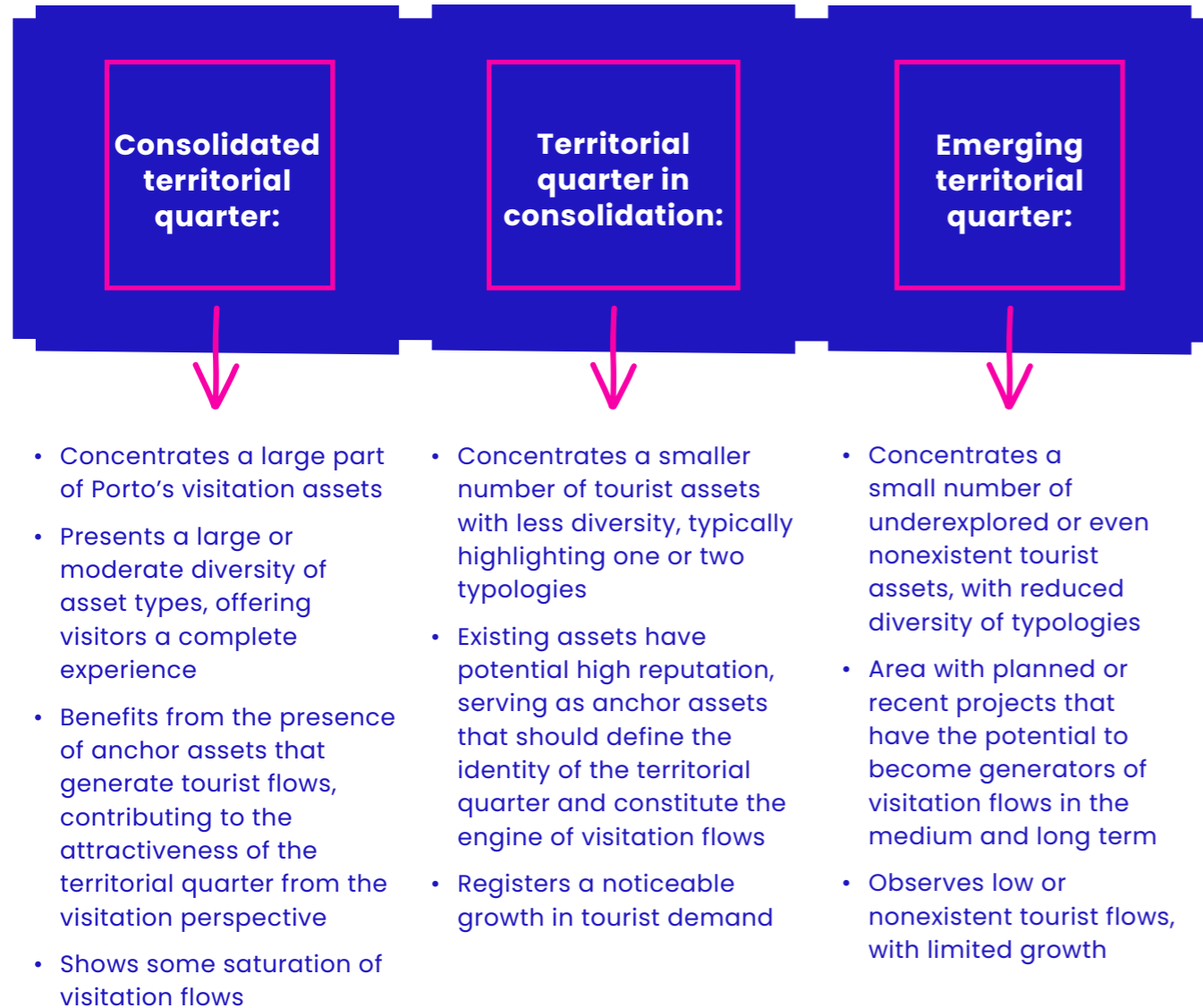
- **Work meetings:** follow-up meetings for the stabilisation of the assumptions for the identification of territorial quarters and presentation of the results of each stage
- **Conducting interviews and focus groups:** conducting interviews with relevant individuals with knowledge of the city's tourism dynamics and with the Presidents of the Parish Councils/ Unions of Parishes of the Municipality of Porto.

Additionally, three workshops were held to gather contributions from teams working for the Municipality of Porto, external agents to the Municipality, mostly from the private sector, and young individuals with an active role or knowledge of the city's tourism reality

• **Steering Committee:** a committee was formed to monitor and validate the criteria for identifying territorial quarters, as well as stabilising the anchors and narrative which should be associated with them



In the process of identifying and characterising the territorial quarters, different levels of visitation maturity were diagnosed, which partly determine the requirements of their operationalisation process (enhancement and consolidation).

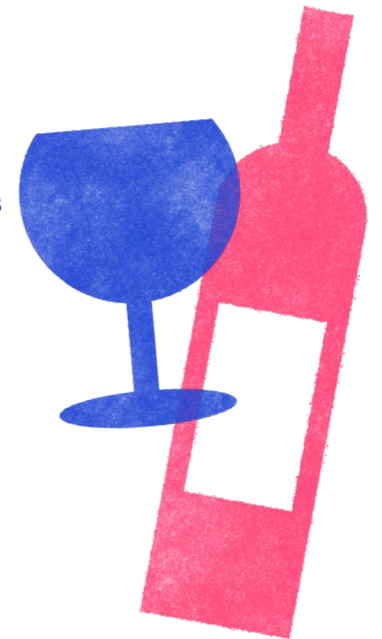


Great Wine Capitals

Porto is one of the founding members of the Great Wine Capitals Global Network, representing the Douro and Vinhos Verdes regions in this network. The goal is to activate the "Great Wine Capitals" (GWC) brand through various initiatives, projecting and consolidating the positioning of Porto and the region as a world-class wine tourism destination of excellence.

Among the activities to be carried out are the annual competition for the "Best Of Wine Tourism" awards, participation in events and conferences, and the production of content for various communication channels.

The next "Best of Wine Tourism" national awards ceremony will take place during the Wine and Travel Week, scheduled for February 2024.



Best Of Club – Porto

In this context, Porto created the Best of Club - Porto, similar to initiatives already implemented by other member cities. It is formed by wine tourism agents from the Douro, Porto and Vinhos Verdes regions who have been honoured with a Best of Wine Tourism award.

This club aims to foster synergies and encourage the sharing of knowledge and experiences among its members, contributing to the integrated development of wine tourism in this region.

LEARN MORE ABOUT THE INITIATIVE AND ITS MEMBERS AT: [BESTOFCLUB.CM-PORTO.PT](https://bestofclub.cm-porto.pt) AND THE INITIATIVE'S LINKEDIN PAGE.

At least four meetings will be held per year, each with a specific theme, objective and format.

During the first meeting of each year, the activities of the Great Wine Capitals and the Best Of Club - Porto will be presented to the members. It will also be the moment to discuss the wine tourism development strategy, plan joint activities and identify any potential constraints. These meetings will be held alternately between the city and the regions.

In addition to the meetings, various activities will be organised throughout the year, including:

- Thematic debates
- Training sessions and workshops related to wine tourism activity and promotion
- Speed Business Meetings
- Benchmarking actions with other wine tourism projects (national and international)
- Networking events

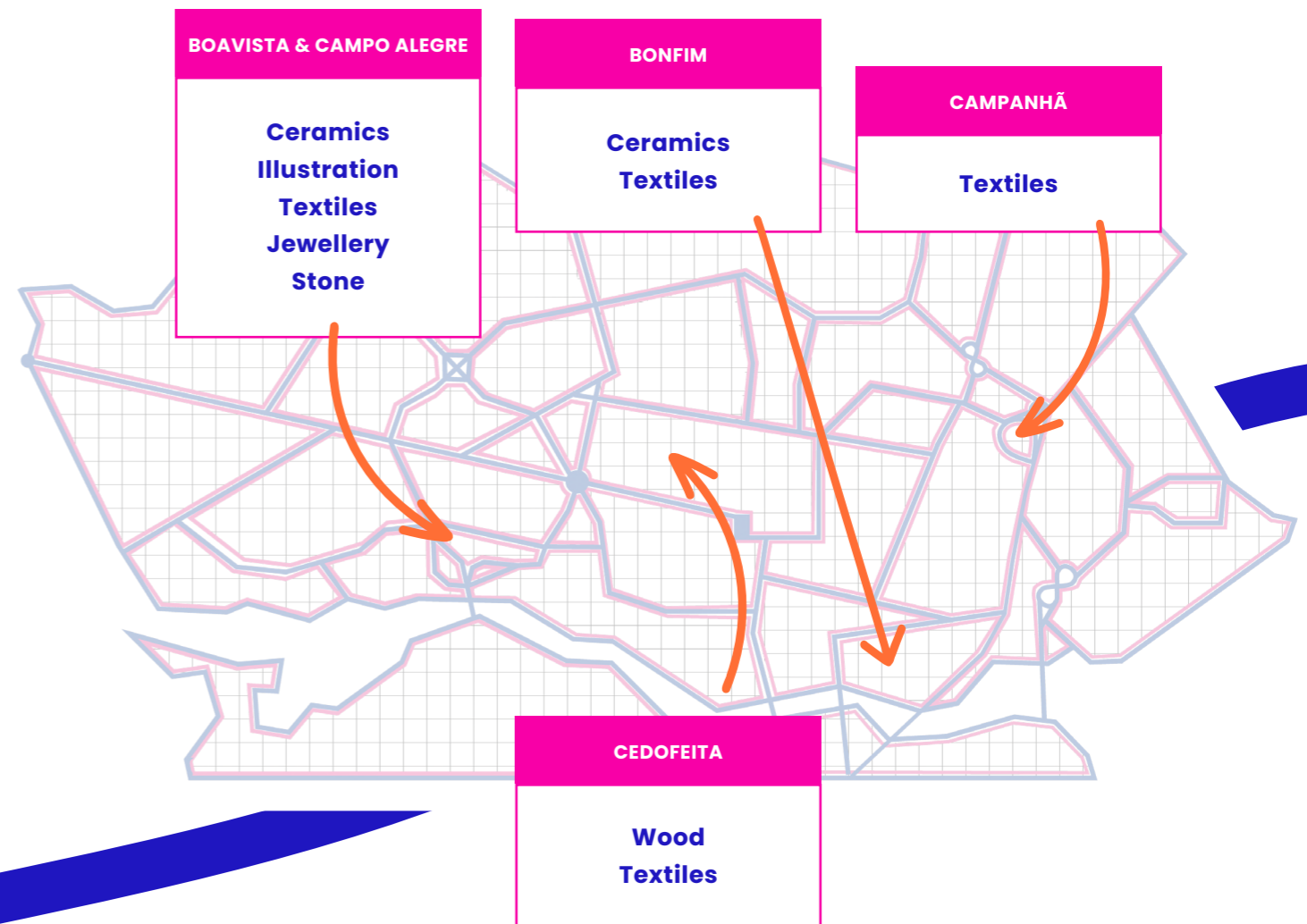
THE "BEST OF CLUB - PORTO" PROJECT WAS OFFICIALLY LAUNCHED ON SEPTEMBER 28, 2023, AT CASA TAIT. THE EVENT WAS ATTENDED BY RUI MOREIRA, MAYOR OF PORTO, CATARINA SANTOS CUNHA, TOURISM AND INTERNATIONALISATION COUNCILLOR, AND REPRESENTATIVES OF THE CLUB'S MEMBERS.



Creative tourism

To encourage and promote decentralisation and the creation of new tourist routes in different areas of the city, creativity, talent and craftsmanship can be valuable allies. Thirteen projects have been identified in the areas of handicrafts, design, ceramics, jewellery, textiles and illustration, serving as anchors to explore areas such as Bonfim (4 projects), Boavista and Campo Alegre (5 projects), Cedofeita (2 projects) and Campanhã (2 projects).

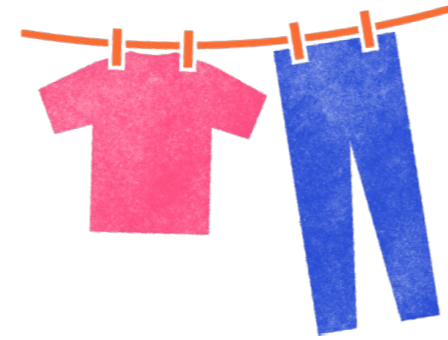
Besides the creation of new routes, content such as photographs, videos and podcast interviews with the people responsible for each brand and project will be developed. A digital brochure in Portuguese and English, alongside a website with all the information about each participant will also be created. Creative Tourism will also be the theme for the organisation of two events, one national and one international, with the aim of promoting Porto as a destination through the activation of this concept.



Historic Routes

The main focus of this storytelling project is to create centralities, narratives and dynamics for experiencing the city, involving the tourist public and revealing the history of Porto. Professor and researcher Jorge Ricardo Pino, who specialises in tourism geography, urban history and heritage, will be responsible for producing two itineraries with 20 stops each, offering a new way of looking at and getting to know the territory.

Making use of national and international archives, old and contemporary photographs, plans and maps of iconic buildings or even family trees of notable personalities, small narratives will be developed to tell the story, the secrets and the main human, heritage and architectural characteristics of two streets in the city: Avenida Rodrigues de Freitas and Rua de Cedofeita.



THE INITIAL TWO HISTORICAL ITINERARIES WILL BE CENTRED AROUND AVENIDA RODRIGUES DE FREITAS AND RUA DE CEDOFEITA

Health Tourism

Over the last few years, Portugal has made strategic investments in Health Tourism. The Health Passport, outlined in the Tourism Strategy for 2027, reinforces the defined priority of increasing demand for health treatments in Portugal. The focus on scientific production, access to cutting-edge treatments, accompanied by state-of-the-art technology in qualified hospitals, are positive factors that position the country in the spotlight of Health Tourism.

There are numerous reasons to choose Porto as a Health Tourism destination, and in September 2023 the city was even selected to host the World Health Organisation's office for health technology. Good connectivity by air, land or sea, various qualified hospitals and scientific and pharmaceutical research centres, the outstanding hotel infrastructure, the welcoming environment with highly specialised professionals and an internationally recognised healthcare



system are just some of the factors that make the city one of the best tourist destinations worldwide in this field.

In the initial phase, the Municipality aims to bring together the key medical players operating in the city and the country, putting Porto on the Health Tourism map. The Municipality's goal is also to promote projects announced by Turismo de Portugal that align with the Tourism Strategy for 2027.

Literary Tourism

In 2024, a structured offer of itineraries, experiences, products and narratives will be developed, based on the works of Portuguese authors that have a connection to the city: who were born, lived in or passed through Porto. The main goal is to awaken residents' interest in exploring the literary heritage of the city and, simultaneously, promote it as an appealing literary destination for national and international visitors.

Porto boasts a diverse array of authors, including poets such as Eugénio de Andrade, Sophia de Mello Breyner Andresen, Manuel António Pinta and Ana Luísa Amaral, novelists such as Camilo Castelo Branco, Almeida Garrett, Alexandre Herculano and Ramalho Ortigão, and other contemporary authors whose works are translated and published in various countries. The city's vast literary heritage is intricately linked to its cultural identity and the role it has played in political life, particularly in the liberalism and republicanism movements.

The literary tradition in the city transcends the authors and works themselves, encompassing significant locations that witnessed and promoted cultural effervescence and literary, intellectual and social renewal in the post-war period, particularly in the 1960s. After the revolution of 1974, new gatherings emerged in historic and central cafes, as well as spaces for sharing and poetry. This context was reshaped and revitalised in the 21st century, with Porto being the European Capital of Culture in 2001.

DID YOU KNOW THAT EÇA DE QUEIRÓS HAD HIS WORK TRANSLATED AND PUBLISHED IN AT LEAST 30 COUNTRIES? SOME EXAMPLES INCLUDE: USA, RUSSIA, URUGUAY, THAILAND, SWITZERLAND, SWEDEN, ROMANIA, CZECH REPUBLIC, UK, POLAND, PERU, MEXICO, JAPAN, ITALY, ISRAEL, INDIA, HUNGARY, THE NETHERLANDS, FRANCE, SPAIN, CUBA, CROATIA, COLOMBIA, CHINA, BRAZIL, BULGARIA, BELGIUM, AUSTRIA, ARGENTINA AND GERMANY.



The Caminho de Santiago St James Way



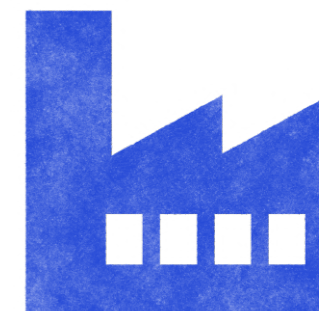
The Municipality of Porto is a partner of the entities managing the Caminhos de Santiago and the Caminhos de Fátima. The main focus is to ensure the visibility of these routes in the city, adopting common signage to guide pilgrims and to safeguard their mobility.

Following the Caminho Português da Costa [Portuguese Coastal Way] in 2022, the government certified the Caminho Português de Santiago Central Porto Norte [Portuguese Santiago Central Porto North Way] in December 2023, which attracts thousands of pilgrims to Santiago de Compostela every year. This recognition highlights the significant heritage value of Porto's historical route and the cultural importance of a route that passes through 13 municipalities, covering a distance of 177.8 kilometres.

The Caminhos de Santiago have been travelled since the beginning of the 9th century when the tomb of the apostle Saint James was discovered in Santiago de Compostela. In 2022, Porto was the second city from which the most pilgrims set out for Santiago de Compostela.

THE TWO PORTUGUESE ROUTES, THE INTERIOR AND THE COASTAL, ACCOUNTED FOR 123.800 PILGRIMS IN 2022 OUT OF THE TOTAL 438.000 WHO ARRIVED IN SANTIAGO DE COMPOSTELA, GENERATING REVENUES OF 16 MILLION EUROS. THESE FIGURES WERE DISCLOSED BY THE EUROPEAN GROUP FOR TERRITORIAL COOPERATION IN THE GALICIA-NORTHERN PORTUGAL EUROREGION.

Industrial tourism



The Industrial Tourism Programme aims to develop a distinctive, authentic and genuine tourist offer anchored in a thriving industry and the industrial heritage of the territories, valuing aspects of identity through national production. The initiative also aims to attract new audiences and balance the seasonality of the destination.

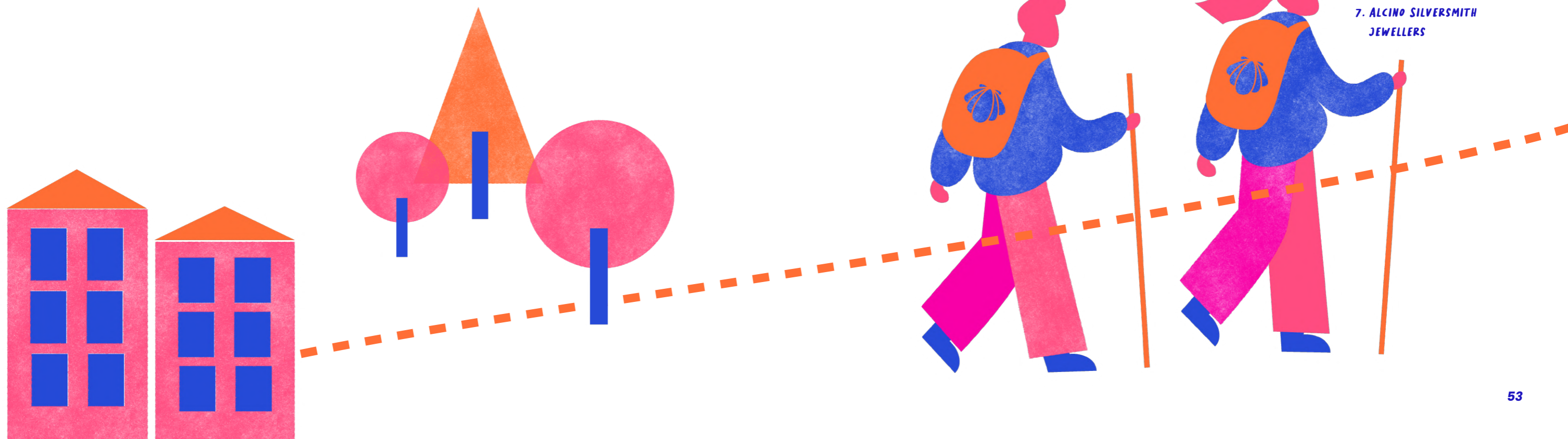
The initiative was created in 2020 by Turismo de Portugal [Portugal Tourism Board] and has been promoted through a network approach, with various tourist regions in the country, by means of webinars and workshops.

After an exhaustive survey, 7 specialist brands were identified in Porto in areas such as jewellery, transportation, communication, beer and beauty. These brands meet the necessary conditions for visits to be promoted under this programme.

Facilities and equipment, accessibility and signage, booking and payment conditions for guided tours, safety, sustainability, social responsibility, human resources and available languages are some of the highlighted requirements in the Best Practices Guide.

LOCATIONS IN THE MUNICIPALITY OF PORTO INCLUDED IN THE GUIDE DEDICATED TO INDUSTRIAL TOURISM, PART OF A CONSTANTLY EVOLVING OFFER:

1. PENINSULAR - STATIONERY & GRAPHIC ARTS
2. TRANSPORTS AND COMMUNICATIONS MUSEUM - ALFÂNDEGA DO PORTO [PORTO CUSTOMS HOUSE]
3. ISEP [PORTO SCHOOL OF ENGINEERING] MUSEUM
4. TRAM MUSEUM
5. CERVEJA NORTADA [NORTADA BEER]
6. CLAUS PORTO SHOP
7. ALCINO SILVERSMITH JEWELLERS



Axis 3

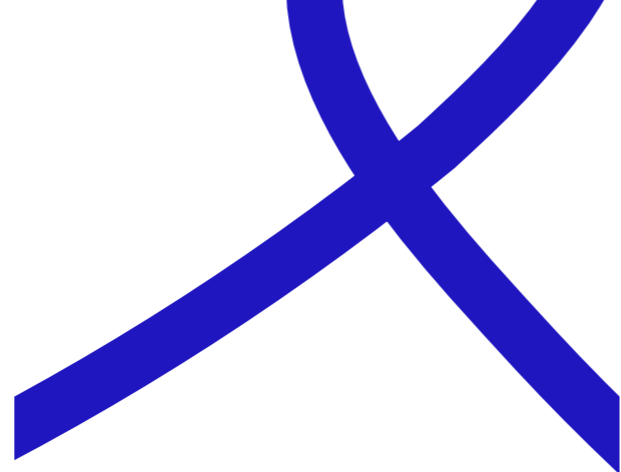
Preserving the future

- Tourist Manifesto
- Accessible Tourism – Porto for Everyone
- Municipal Tourism Council
- Global Destination Sustainability Index
- Porto Tourism Observatory

To ensure the sustainable growth of the Porto destination, it is crucial to develop measures and programmes that safeguard the current and future interests of the city, its residents, its heritage and the environment. To achieve this goal, it is necessary to create a balance of interests which allows for the preservation of the identity, quality of life and well-being of all citizens, whether residents or visitors, at the same time that it maximises the benefits of an economy energised by responsible and conscious tourism.

Operational objectives:

- **Monitor the impact of tourist activity among the various tourism stakeholders:** create forums and tools for constant two-way dialogue between the Municipality and the various audiences, enabling the identification of critical intervention points, and gathering feedback and suggestions for improvement
- **Encourage visitor respect and good behaviour towards the destination:** promote good social and environmentally responsible practices, as well as care for heritage and public spaces
- **Encourage community involvement with the city's tourism:** create actions and initiatives geared towards involving locals with the city's touristic offer
- **Promote accessibility and inclusion measures:** promote equal access and reception of all individuals with special needs throughout the visitor's journey, from public spaces to tourist resources, including communication channels and tourist information
- **Ensure compliance with the Porto Climate Pact:** promote the adoption of measures and best practices towards carbon neutrality goals and raise awareness among sector operators
- **Encourage the consumption of local products and promote a circular economy:** create initiatives to support the local economy and disseminate best practices of circularity between tourism and economic activities, with a focus on traditional, artisanal and fair/ethical trade activities



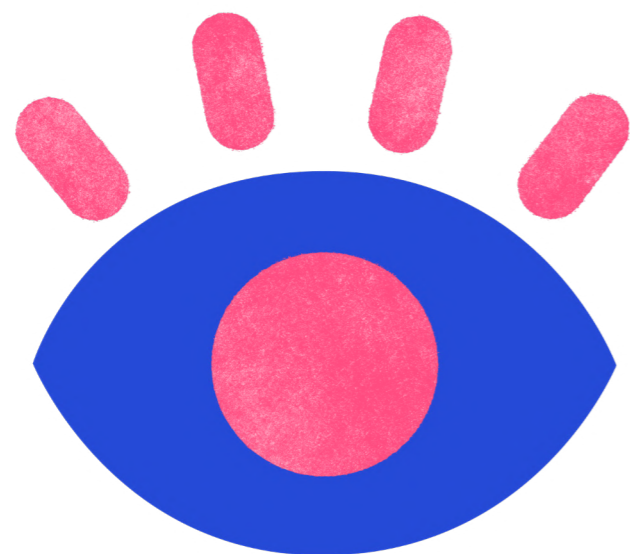
Tourist Manifesto

The idea of creating a manual of best practices for visitors arose from the need to involve and include the tourist public in the maintenance, care and experience of the city, integrating them into the resident community and sharing with them the same sense of belonging.

This informative handbook includes 40 simple integration methods, divided into themes such as sustainability, accommodation or nightlife. Suggestions for learning the Portuguese language or tasting a typical dish, as well as practical tips on caring for and preserving public spaces and heritage, saving water or shopping in traditional businesses, are just a few examples of what this guide includes.

These recommendations aim to improve the visitor experience and position Porto as an increasingly sustainable destination with added value for all stakeholders, providing visitors with a more genuine and authentic experience in the city.

The content of the Tourist Manifesto follows the recommendations of the UNWTO (World Tourism Organisation) and the SDGs (Sustainable Development Goals) of the United Nations.



THE TOURIST MANIFESTO WAS LAUNCHED ON WORLD TOURISM DAY, CELEBRATED ON 27 SEPTEMBER 2023, AND IS AVAILABLE ONLINE AND IN PHYSICAL FORMAT AT TOURIST INFORMATION OFFICES, HOTELS AND RESTAURANTS.



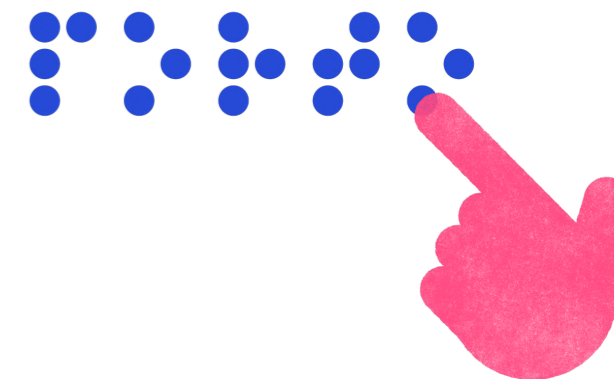
Accessible Tourism - Porto for Everyone

The Municipal Tourism Division aims to develop and promote the city as an accessible destination for everyone, starting with an assessment of accessibility in the tourism sector, to be able to intervene in this area and thus increase the production of accessible content and routes.

Given the lack of information on accessible tourism, there is a need to create diverse informational materials, such as a specific guide for this segment, available on various online and offline channels, providing content on the level of accessibility for people with physical or cognitive difficulties.

Among museums, churches, gardens and historical monuments, more than 50 tourist sites have been identified in the city of Porto. In 2024, these sites will be assessed in order to understand their existing accessibility features and identify services that can be improved. Following this phase, materials such as audio guides or Braille routes will be created, along with a more general guide called “Porto for Everyone”, which will identify accessible touristic points of interest. This guide will be available in physical format at tourist information offices, hotels and museums, as well as online.

This initiative will have a positive impact on the way visitors plan their trips, on the qualification of agents in the sector and on the more personalised and inclusive way in which they can manage their resources and businesses.



Municipal Tourism Council

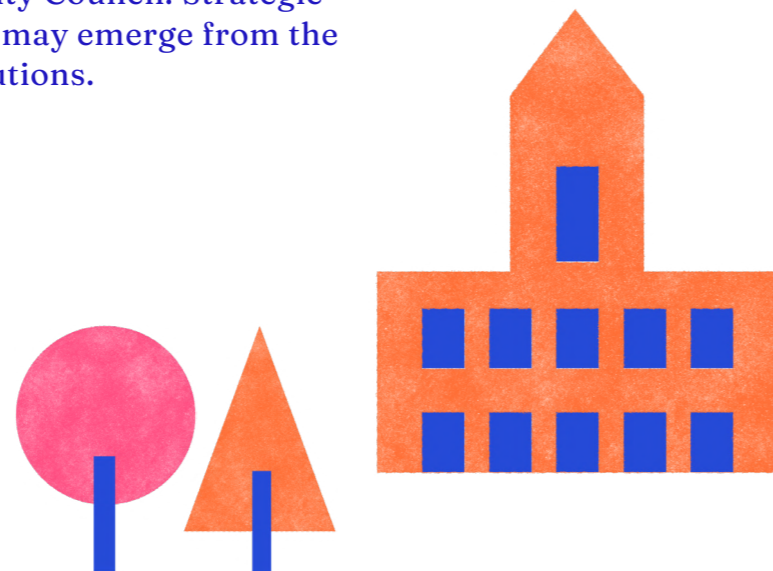
Created in 2020, the Municipal Tourism Council is a collegiate, advisory and stable cooperation body with sectoral participation in the field of policies and strategies for the development of tourism in the city.

It takes place twice a year in different locations across the city, and has the following foundations:

- Promote the participation and involvement of the public, private, associative and civil society sectors in the integrated and sustainable progress of the city.
- Contribute to the valorisation of the tourist offer.
- To consolidate a strategic vision for innovation, competitiveness and the development of Porto.

Comprising 40 council members, including tourism operators, authorities, representatives of unions, religious orders, cultural facilities, educational institutions, restaurants, hotels and transportation entities, these periodic meetings promote debate between the different tourism stakeholders on current issues such as sustainability, digital transition or the crisis in human resources recruitment in the sector. This allows for reflection and the sharing of ideas and solutions.

The agenda for the Municipal Tourism Council is determined by the Tourism Department of Porto City Council. Strategic documents or specific working groups may emerge from the presentation of projects, ideas and solutions.



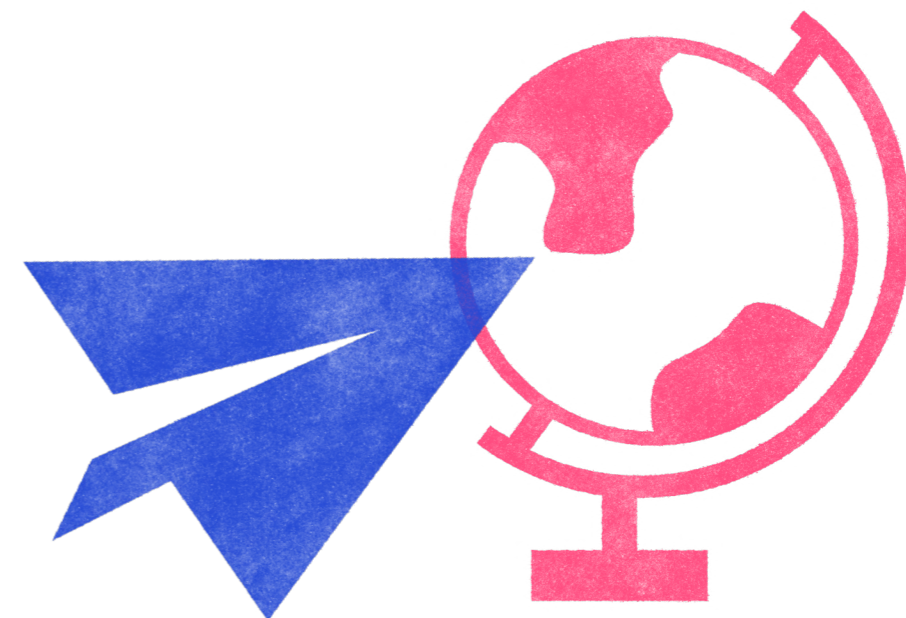
Global Destination Sustainability Index

The GDS - Global Destination Sustainability Index is a platform for comparing and analysing the performance of destinations globally by collecting data from various stakeholders. This tool will make it possible to measure and improve the destination's performance, in order to position Porto internationally.

MORE DETAILED
INFORMATION AT
WWW.GDS.EARTH

Alignment with International Standards

- Sustainable Development Goals (SDGs): the GDS-Index operates in accordance with the United Nations 2030 Agenda and incorporates the 17 Sustainable Development Goals in destination management
- Global Sustainable Tourism Council (GSTC): The GDS Index uses criteria defined by the GSTC, ensuring its relevance in the tourism sector.
- United Nations World Tourism Organization (UNWTO): the GDS Index is an official partner of the UNWTO's One Planet Sustainable Tourism Programme and includes the key components of the One Planet Vision in its criteria



Porto Tourism Observatory

The Tourism Observatory is an instrument for studying and monitoring tourism activity through the collection and systematisation of information to support political decision-making and definition of the sector's strategy.

The goal is to create an intuitive and interactive interface with key indicators of tourism activity in Porto, in articulation with LEME - Porto's socio-economic information platform and the Information and Strategic Studies Office of the Municipality of Porto, responsible for aggregating and processing information.

The indicators are calculated based on several nationally and internationally recognised sources.



5. A NEW STORY TO BE TOLD



- New narratives and promotion strategy
- Establishment of partnerships and cooperation networks

New narratives and promotion strategy

- Partnership with ATP – Porto Tourism Association
- Visit Porto communication channels
- Concierge
- Photographic collection
- Brand activation initiatives
- Brand activation at third-party events
- Establishment of partnerships and cooperation networks

In recent years, the Porto brand has gained international prominence, establishing itself as one of the most prominent and sought-after destinations in Europe.

With widespread coverage in the media and on social networks, the city in general, as well as its main attractions, have become a true phenomenon of interest and sharing.

From international awards to experiences shared by prestigious magazines, opinion leaders and influencers in various social and tourism spheres, Porto has become a global “trending topic”, elevating its levels of notoriety and international reputation.

With this broad global exposure, the importance and responsibility of leading this notoriety towards the desired city positioning become apparent.

In this context, the Tourism and Internationalisation Division’s strategy prioritises the implementation of a communication strategy. This strategy aims to achieve positioning and attractiveness goals through the identification of new contact channels and a renewed city storytelling approach.

Operational Objectives

- Renew the destination’s communication channels, creating greater content dynamics and digital activation initiatives
- Strengthen and improve the destination’s hospitality service and develop interactions with visitors that reinforce the positioning of a friendly and welcoming city
- Enhance Porto.CARD by expanding its benefits and convenience
- Promote the reverse promotion of the destination by managing visits from media, opinion leaders and promoters (tour operators)
- Streamline an influencer marketing strategy, through meticulous curation and segmentation for the target audiences to be impacted
- Invest in new media and digital tools, with the aim of renewing audiences and anticipating trends

Partnership with ATP Porto Tourism Association

Since 2014, the Municipality of Porto has been entering into exclusive contracts with ATP - Porto Tourism Association for tourist reception in the city, including the management of the Porto.CARD tourist card. Meanwhile, in 2020, a memorandum of understanding was signed between ATP and the Porto and North Portugal Regional Tourism Entity (TPNP), consolidating all economic activities of the regional tourism system. This unified model covers all phases of the tourism value cycle, from structuring, reception and commercialisation to tourism promotion.

Within the scope of this service provision contract, ATP operates in three main axes:

- | | |
|---|--|
| <ul style="list-style-type: none"> • Tourist reception management and monitoring | <ul style="list-style-type: none"> • In-person at reception points in Tourist Information Offices and iPoints during tourism-related events • Remote via the Chat and ChatBot service on the VisitPorto portal, telephone, WhatsApp and response to information requests |
| <ul style="list-style-type: none"> • Marketing of the “Porto.CARD” – Official City Pass | <ul style="list-style-type: none"> • Available on online platforms, affiliated sales points and tourist information offices. |
| <ul style="list-style-type: none"> • Porto destination promotion | <ul style="list-style-type: none"> • Participation, attraction and support for events considered strategic for the city, to attract national and international tourism • Publication of information, publicity and tourism promotion materials |

TOURIST RECEPTION

Porto welcomes visitors at three tourist information offices, located in the Cathedral area (Medieval Tower), at Almeida Garrett Square – Porto Welcome Centre and at Francisco Sá Carneiro Airport.

In 2024, iPoint Trindade will be inaugurated, a temporary tourist information centre located next to the Trindade metro and bus stations, thus contributing to a closer and more personalised service for tourists and visitors.

In 2023, the tourist reception services registered significant activity, continuing what had happened the previous year, due to the rapid recovery of tourist activities:

- A total of 231,763 tourists visited Tourist Information Offices and iPoints
- 20,699 non-face-to-face requests were answered (requests for tourist information in backoffice, chats, phone calls and Whatsapp)
- Customer satisfaction level increased in all registers measured, reaching 98% in face-to-face assistance, 96% in the chat service and 94% in responding to information requests via the CRM platform
- Remote service was reinforced, namely with the automated ChatBot service, especially after the closing hours of human-operated chats, ensuring 24-hour response.

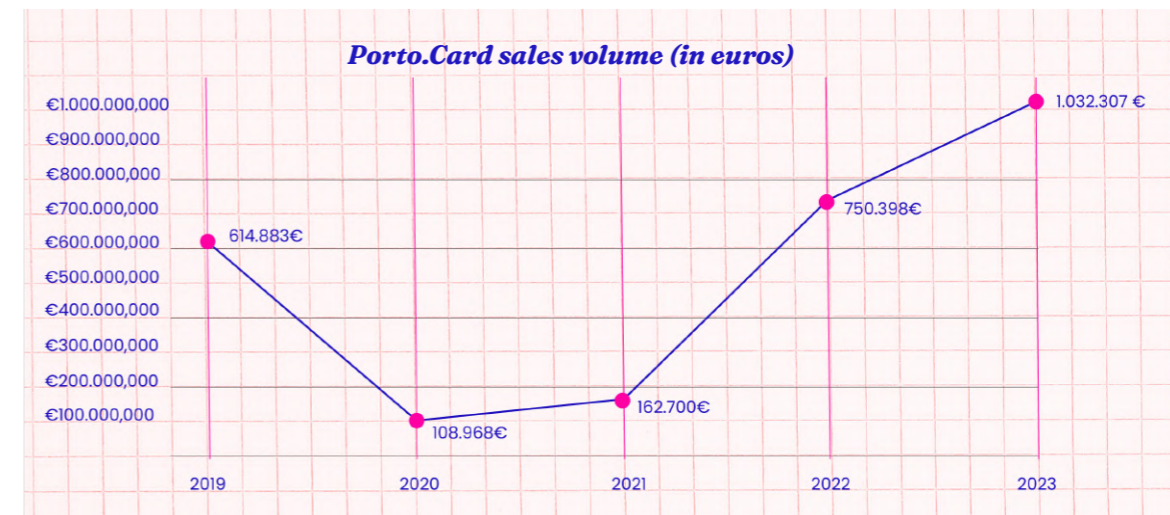
*Source: ATP – Porto Tourism Association



PORTO.CARD

The Porto.CARD is a card designed for tourists, allowing them to explore the city conveniently and enjoy benefits. Offering free entries and discounts at more than 150 points of interest, the card is available for periods of 1, 2, 3 or 4 days, with or without free access to public transport.

In 2023, there was a record sales value for the Porto.CARD, not only as a result and reflection of the positive dynamics of visitors, but also of the investment in promoting and communicating the benefits of membership.



To determine the profile and satisfaction of Porto.CARD users, ATP conducted 374 surveys between 15-25 July, 2022.

The principal conclusions were:

- The main countries of origin for card memberships are Spain and France
- The card is most sought after by younger age groups, especially the 17-24 age group (34%), followed by the 25-34 age group (25%)
- The satisfaction level with the product was considerable, with 92% recommending the purchase of the card
- On a scale of 1 to 7, where 1 is terrible and 7 is excellent, the majority of users (37%) rated the Porto.CARD's quality-price ratio as 6
- Most users found out about the existence of the card through the internet (80%)
- The places where the Porto.CARD was most used were in Museums and Monuments (48%) and Transport (22%)

IN 2023 THE MONTHS WITH THE HIGHEST SALES VOLUME FOR PORTO.CARD WERE OCTOBER, SEPTEMBER AND MAY.

DATA FOR 2023 WILL BE RELEASED SHORTLY

Visit Porto communication channels

The Visit Porto platform, managed by Porto City Council since 2022, gathers all relevant information about the city, making it a useful and guiding tool for visitors. Historical points of interest, gastronomic, cultural and wine suggestions, themed routes exploring nature, adventure, traditional or more alternative transport, as well as specific events or family-friendly activities, are some of the contents constantly updated on this platform.

In 2023, Visit Porto gained a new positioning and a contemporary, fresh and intuitive image. Under the slogan "When you stay in Porto. Porto stays in you" the Municipality aims to demonstrate how visiting the city can mean creating long-lasting memories, through experiences where people, gastronomy, wine, cultural and creative hubs, green spaces or the unique confluence of the river and the sea take centre stage.

The renewed image and strategy of Visit Porto enables the presentation of a diversified range of tourist experiences, exploring other areas of the city such as Foz, Bonfim, Campanhã, Boavista and Cedofeita. By decentralising the tourist flow, it is possible to create increasingly personalised itineraries, capable of merging new and old perspectives on the territory and revealing more unlikely or unknown points of interest.

Extending stays, appealing to the emotional connection inspired by the city, attracting digital nomads with attractive photographic content that matches their expectations, and elevating the destination and tourist profile with more immersive and sophisticated suggestions are also challenges for the future.

Concierge

Promoting the city in North America (USA/Canada), South America (Brazil/Argentina) and Asia (Japan/China) is a key objective of the Concierge project. This project encompasses consulting, implementation and monitoring services of tourism promotional actions in these strategic markets.

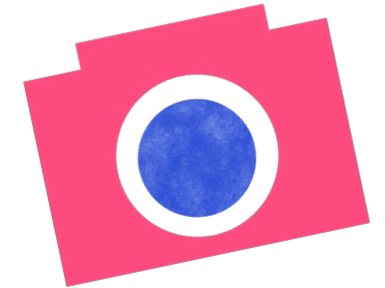
Through nine themed experiences tailored for international journalists and digital influencers, scheduled throughout 2024, the aim is to showcase the best that Porto currently has to offer.

After identifying profiles related to art, architecture, sustainability, fashion or gastronomy, travel plans will be designed, from the country of origin to Porto, including accommodation, transportation, meals, visits to ateliers and other activities. The intention is to highlight new narratives and territorial organisation by areas, but also consumer trends or creative and cultural proposals. This approach allows for close interaction with the local community and key figures in the city.

Photographic Collection

Addressing the need to update the city's photographic collection, 300 images and 30 short videos will be produced in 2024, showcasing Porto beyond its most iconic buildings, most historic streets or the most famous landscapes.

The purpose of this multimedia collection is to share new languages, dynamics and perspectives on the organisation of the territory across different areas, through points of interest that bring together different trades and generations, blending modernity, tradition, authenticity and inclusion. From the most creative hubs to luxury tourism, the priority is to highlight the city's multiplicity, diversifying the profile of those who visit it.



Brand activation

One of the pillars of destination promotion and positioning involves an agenda of brand activation initiatives.

The aim is to increase the interaction and engagement with travellers arriving in the city, to promote territorial decentralisation, to solidify Porto's positioning and to promote the Explore Porto platform, which allows users to simulate routes with different points of interest.

Among the planned events are brand activation initiatives at Francisco Sá Carneiro Airport on festive dates such as World Tourism Day, São João [St John's Day], Christmas and New Year. In the arrivals area, the intention is to distribute useful information about the city, communicating its interactive, diverse, and decentralised tourist offer. In the departures area, the objective is to gather feedback on the visitor's experience, conducting a kind of assessment for future improvements.

As part of the brand activation, four English-language print editions of Time Out Porto magazine are being launched. Curated by the Municipality, these editions cover topics such as outdoor activities, wine and historic shops.

"WHEN YOU STAY IN PORTO. PORTO STAYS IN YOU" IS THE SLOGAN OF THE NEW IMAGE OF THE VISIT PORTO PLATFORM. AVAILABLE AT [VISITPORTO.TRAVEL](https://www.visitporto.travel)

[MORE INFORMATION AT EXPLORE.PORTO.PT](https://www.explore-porto.pt)



Brand activation at third-party events

Another way to activate the Porto brand is through participation in national and international Meeting Industry (MI) events (Trade Fairs, Congresses, Exhibitions, relevant and strategic events). The selection of events involves an analysis and response to requests and projects presented by external entities, guaranteeing the implementation of the supported projects.

The main objective is the international positioning of the destination in the areas considered strategic for its tourism promotion.

2023-2024 AGENDA

The selection and participation conditions are subject to a careful analysis and cross-referencing with the objectives and strategic axes of tourist promotion, with each brand activation being customised for each event, taking into account its characteristics, target audiences and the impact of the action.

In 2023, the city of Porto hosted or took part in important events in areas such as wine tourism and gastronomy, music and art, innovation and the digital transition.

For 2024, a new agenda of actions is being developed to guarantee the city's visibility and impact among national and/or international audiences.



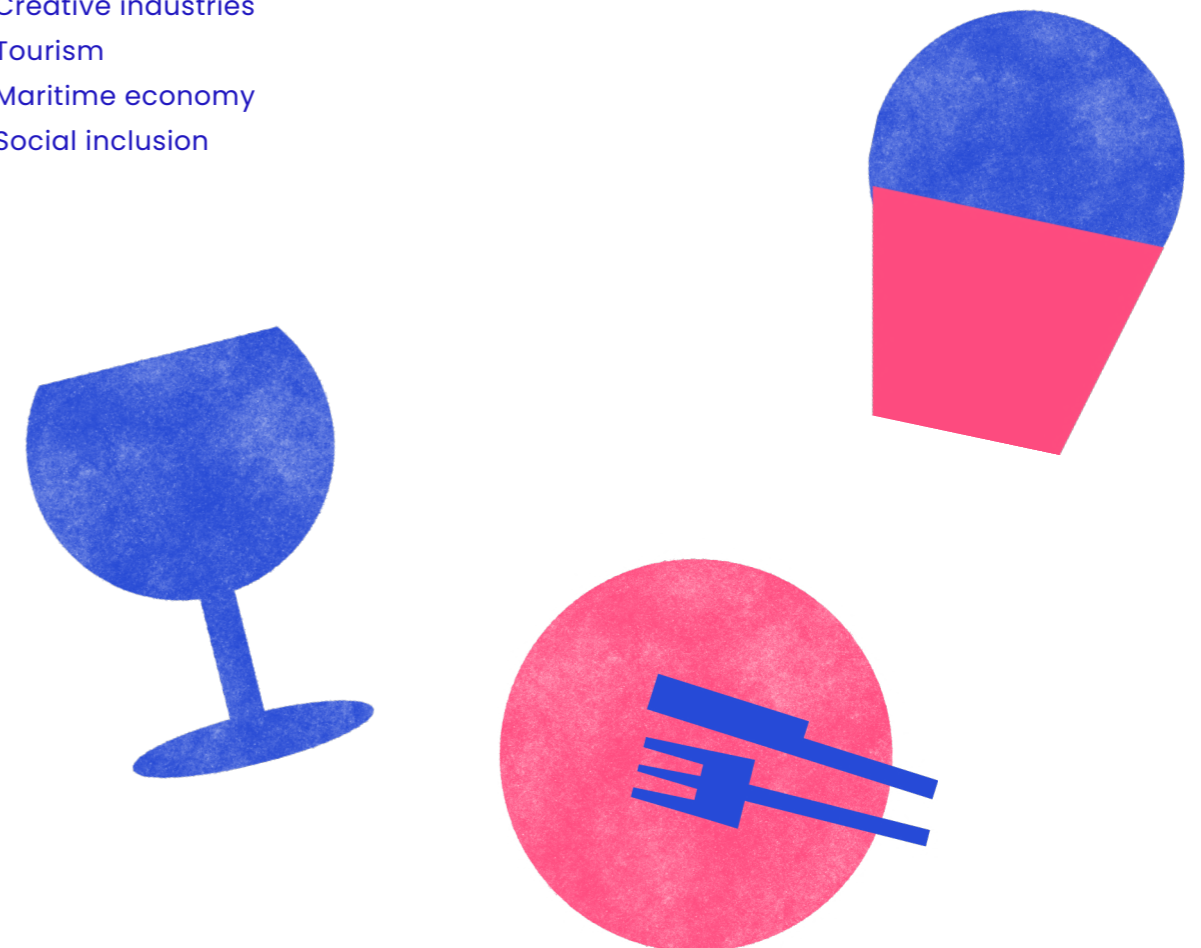
Establishment of partnerships and cooperation networks

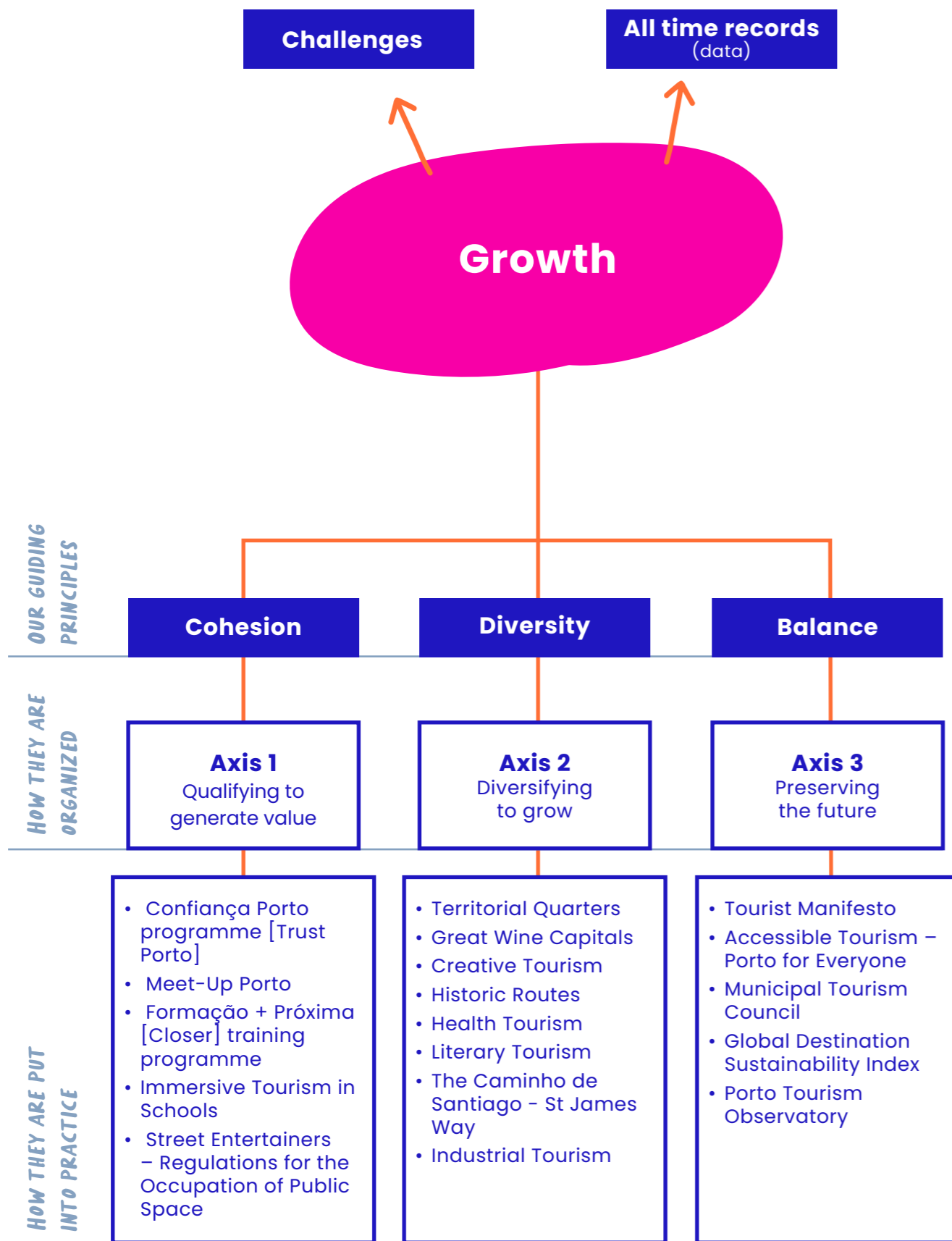
As part of its international promotion strategy, the Tourism Division, particularly its Internationalisation department, has been exploring new forms of collaboration with other cities through partnerships and integration in cooperation networks.

The objective is to identify opportunities for sharing experiences and best practices, as well as expanding opportunities for promoting the destination through cross-cutting actions and mutual benefits.

The agreements and partnerships under consideration are mainly targeted at the following sectors:

- Enotourism (wine tourism)
- Gastronomy
- Creative industries
- Tourism
- Maritime economy
- Social inclusion





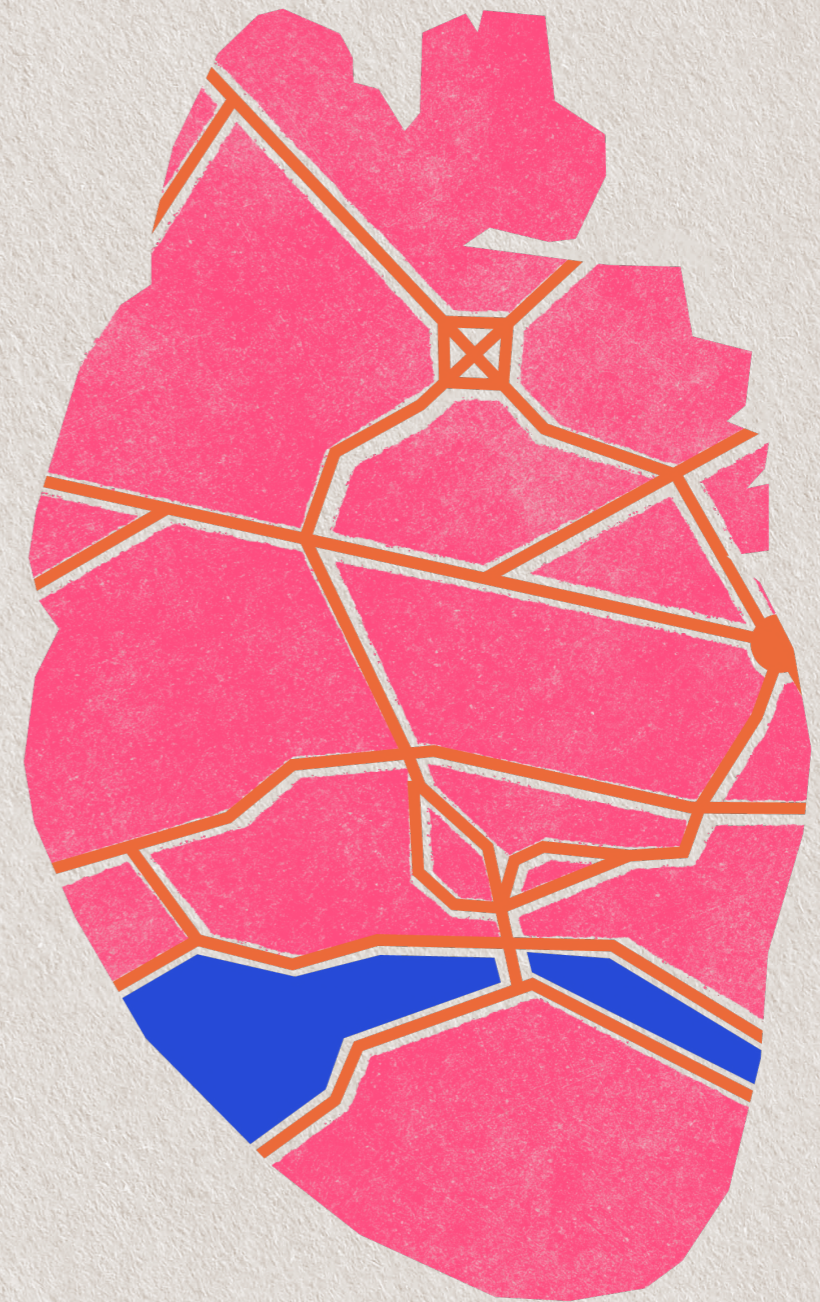
Farewell note

This document is an open love letter to the city. A love that cares, nurtures and promotes growth.

Therefore, we invite all those who share this same “feeling” to be an active part of this vision.

Visit us at www.yourtruly.porto.pt and share your opinion, contribution or project. We will have a willing and available team so that, together, we can continue to pave the way for this sustainable future for the city and its people.

**Yours Truly,
Porto.**



Credits:

**PORTO CITY COUNCIL
TOURISM AND INTERNATIONALISATION DIVISION**

**DEPARTMENT OF TOURISM
AND INTERNATIONALIZATION**

**DIVISION OF TOURISM | DIVISION
OF INTERNATIONALIZATION**

PORTO, JANUARY 2024

Porto.

