



# Closing the Sunshine Gap

A proposal for a dynamic, weather-driven advertising campaign to redefine tourism in the Algarve.



# It's 9 AM on a Rainy Tuesday in London.

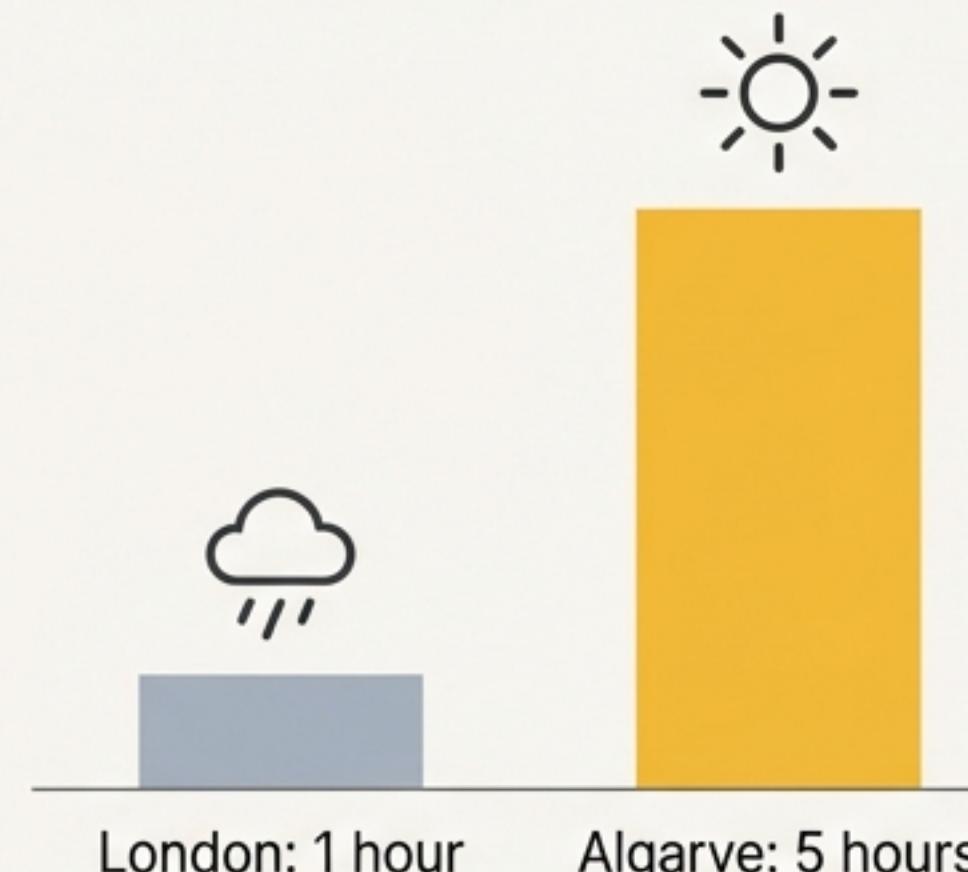
Thousands of potential travellers are dreaming of an escape. They are craving warmth, light, and a break from the routine. What if we could connect with them in that exact moment of longing?

This is not just a challenge; it's a market inefficiency waiting to be corrected.

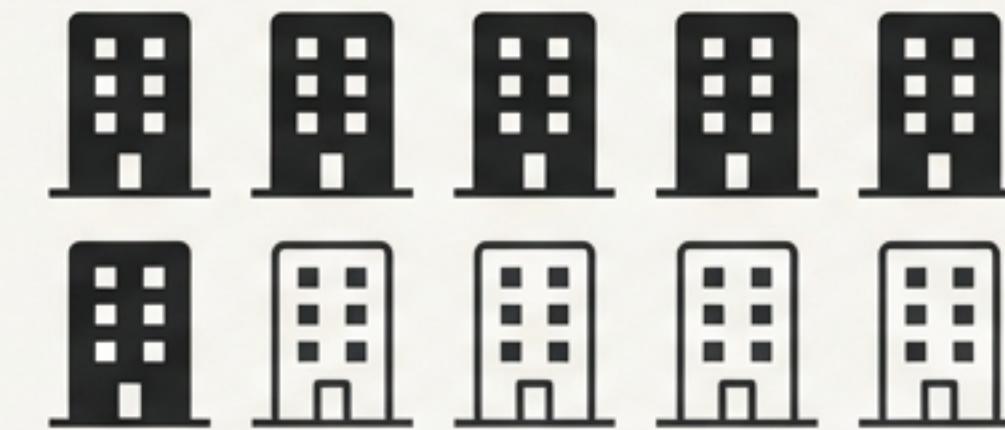


# The Algarve Has a Surplus of Sunshine. London Has a Deficit.

Average January  
Sunshine Hours



Winter Hotel  
Closures



In typical years, roughly 50% of Algarve hotels close for the winter months due to lack of visitors.

Annual Climate  
Reality

**300+**

...days of sunshine a year, yet visitor numbers drop sharply outside of summer.

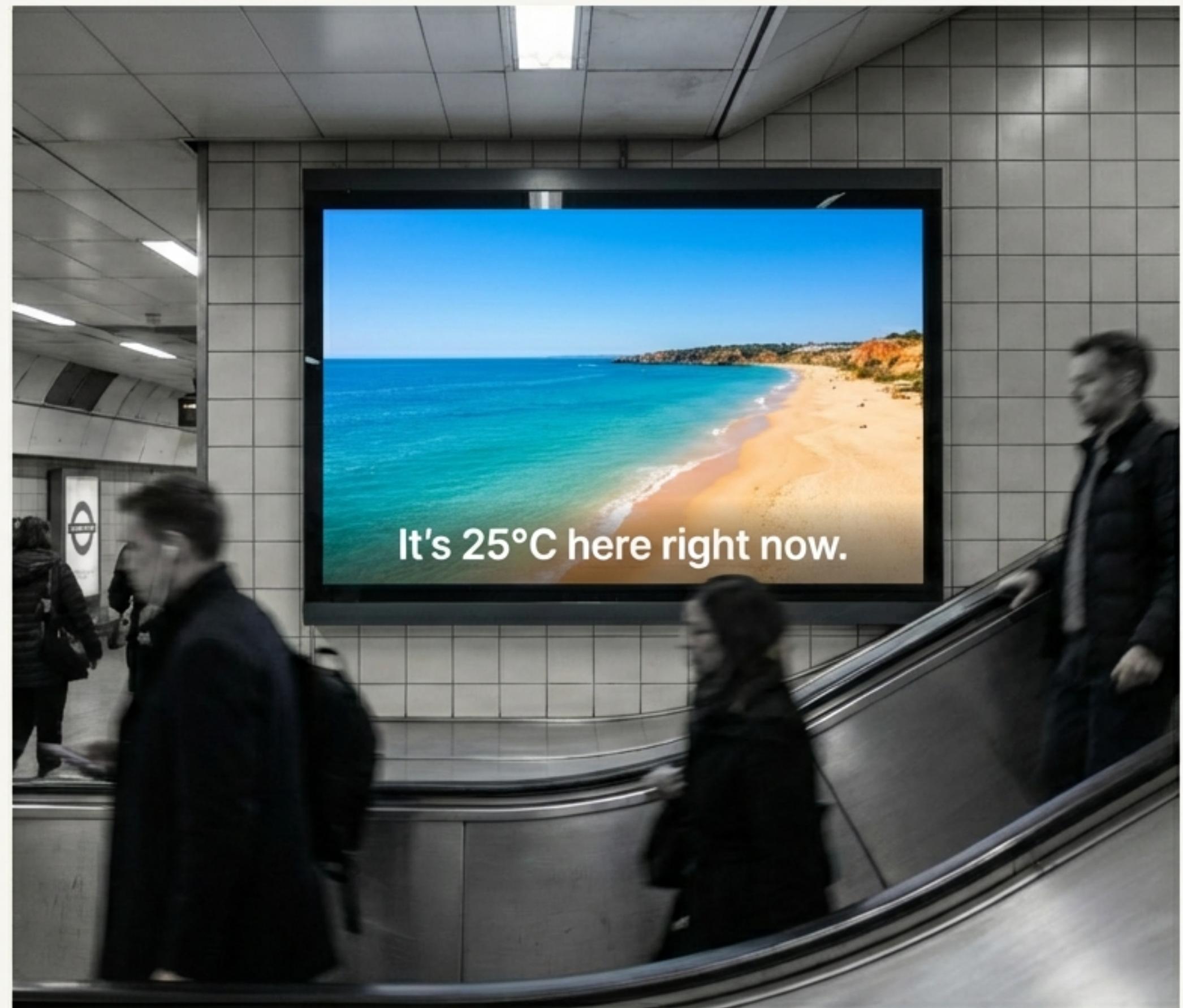
This seasonal imbalance represents a significant, untapped economic opportunity.

# Our Solution: A Live Window to the Sun.

We propose a dynamic, out-of-home advertising campaign triggered by London's weather.

When it's cold, grey, or wet in London, our ads activate, showing a live, real-time feed of the sunny Algarve.

It's not an ad; it's an immediate, authentic invitation.



# A Phased Blueprint for Turning Vision into Reality.

## Phase 1: Emotional Connection



Establish an authentic, emotional link with a live video feed.

## Phase 2: Actionable Data



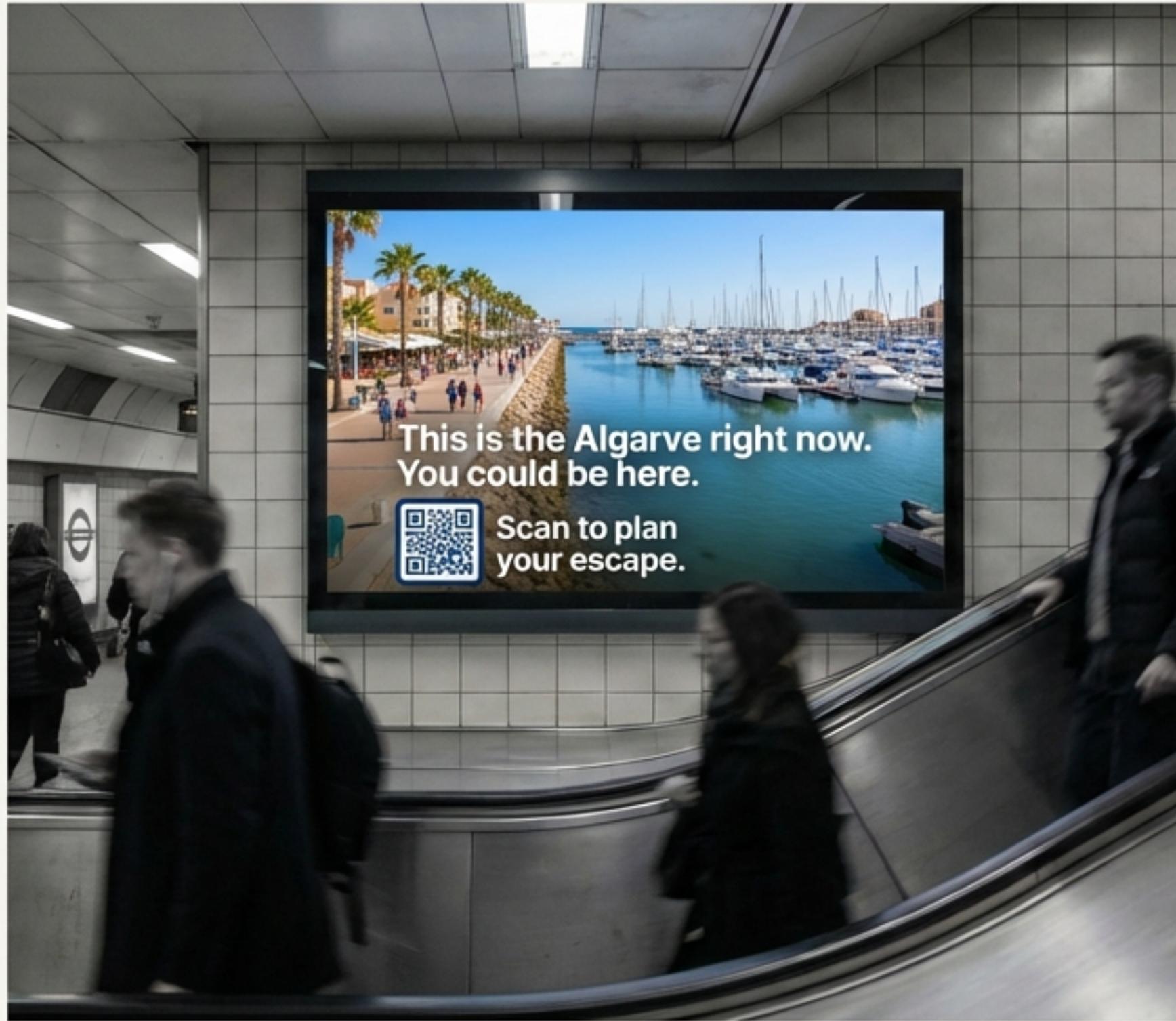
Enrich the feed with real-time weather and travel information to prompt action.

## Phase 3: AI Personalisation



Deploy Generative AI for hyper-personalised, context-aware messaging.

# Phase 1: The Authentic Connection



## Objective

Establish an emotional connection by showing real, unscripted sunshine.

## Mechanism

A live webcam feed from a key Algarve location cycles on screen. The focus is on authenticity to eliminate the scepticism associated with glossy ads.

## Precedent

Tourism Yukon's successful 'Midnight Sun' campaign streamed live footage to billboards, generating significant buzz and travel interest.

# Phase 2: From Daydream to Tangible Plan



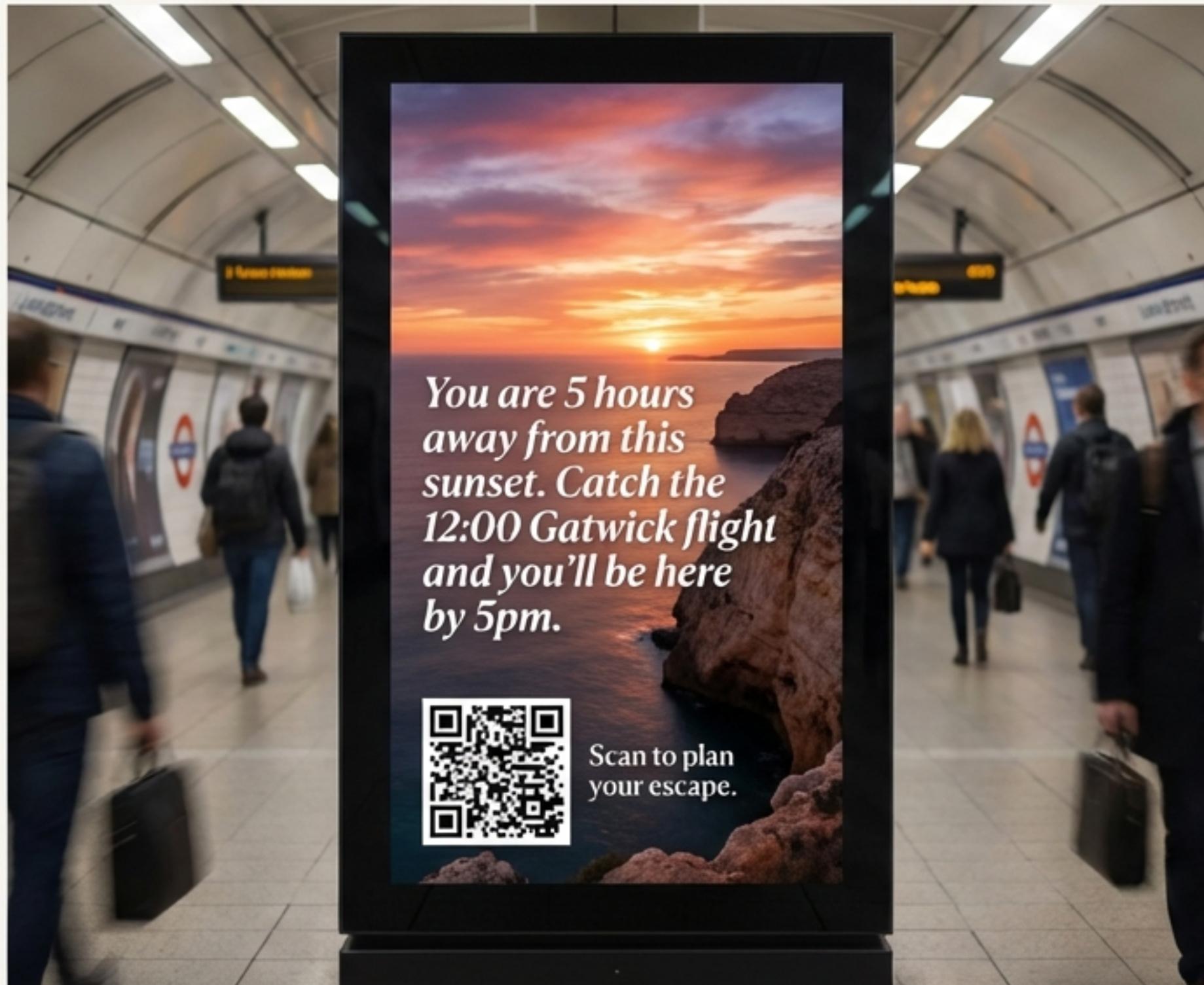
## Objective

Answer the viewer's immediate practical questions: 'Is the weather really that good?' and 'Can I afford it?'.

## Mechanism

Integrate real-time data via APIs for weather forecasts (Algarve vs. London) and indicative travel costs/times. The QR code links to a page with corresponding deals.

# Phase 3: The AI-Powered, Personalised Invitation



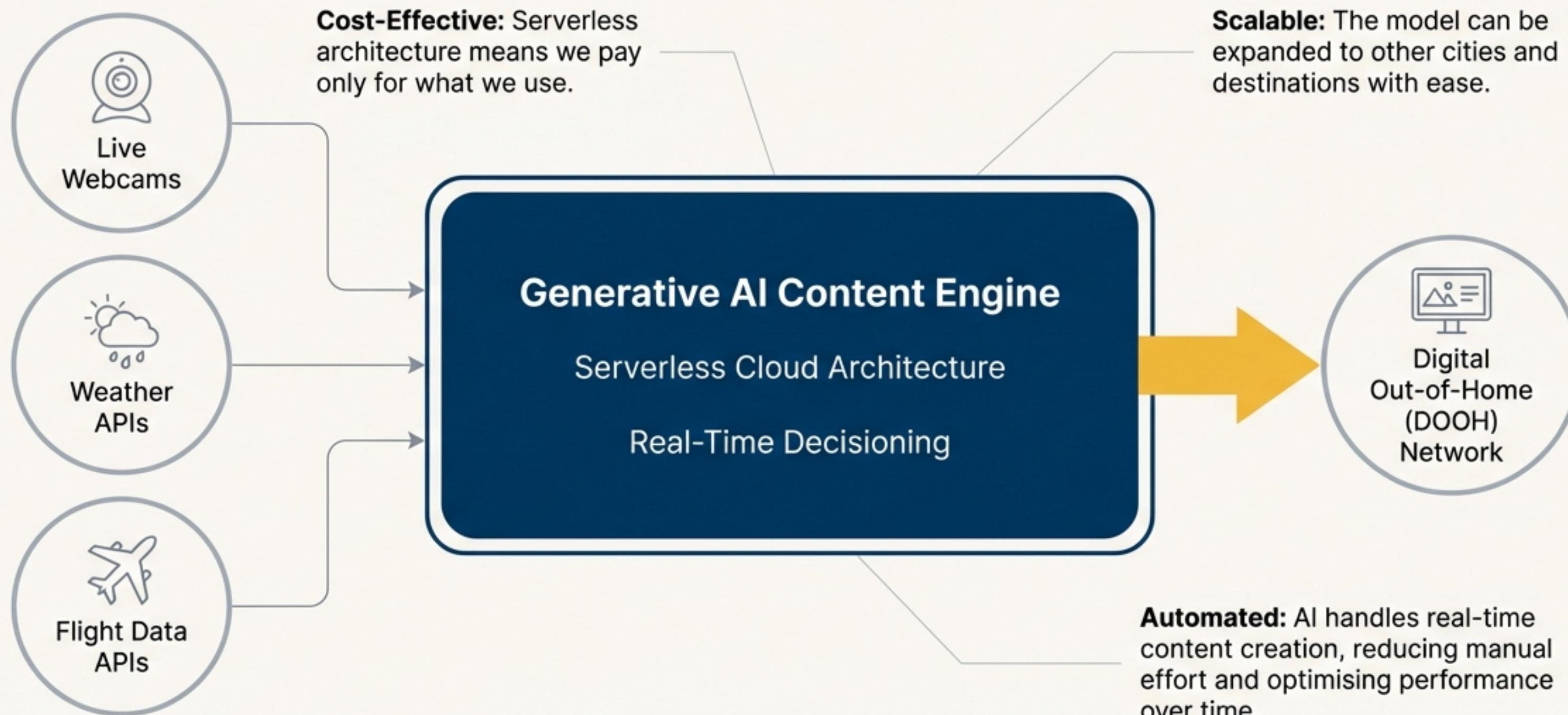
## Objective

Leverage Generative AI to make the ad hyper-relevant and frictionless.

## AI-Powered Features

- Real-time Journey Calculation**  
Dynamically calculates and displays the time it would take to get from 'here' to 'there'.
- Context-Aware Copy**  
AI generates messaging tailored to the time of day, location (e.g., financial district vs. shopping area), and audience.
- Interactive Planning**  
QR code links to an AI chatbot to help plan a getaway conversationally.

# A Sophisticated, Yet Efficient, Technology Ecosystem



# Strategic Locations: Where Sunshine Meets Opportunity

## The Source



Diverse locations chosen for beauty, appeal, and proximity to Faro Airport (all <1 hour drive).

## The Audience



High-dwell-time locations to maximise engagement with commuters and travellers.

# The Expected Returns: A Strategy for Sustainable Growth



## Increased Off-Season Travel

Smooths demand across the year, reducing hotel closures and creating stable, year-round employment.



## Sustainable, Higher-Value Tourism

Eases pressure on peak-season infrastructure and encourages visitors who engage more deeply with local culture.



## Innovative Brand Image

Positions the Algarve and Portugal as tech-savvy leaders in tourism marketing, generating invaluable press and word-of-mouth.



## Deep Emotional Connection

Forges a powerful bond by being relevant to the audience's immediate emotional state, moving beyond transactional advertising.

The background image shows a stunning coastal scene at sunset. The sky is a warm orange and yellow, transitioning over a calm sea. In the foreground, there's a sandy beach. Behind it are several large, light-colored rock cliffs with distinct horizontal layers. Some green vegetation is visible on top of the cliffs. The overall atmosphere is peaceful and scenic.

# The Sun is Shining. Let's Share It.

This is more than an advertising campaign. It is an intelligent, dynamic bridge connecting the Algarve's greatest natural asset to those who need it most, at the very moment they need it. By embracing this technology, Portugal can lead the way in a new era of smart, empathetic, and highly effective tourism marketing. The opportunity is as clear as an Algarve sky.