



Exploring **PORTUGAL**

BY GROUP 12

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01

INTRODUCTION

- Portuguese NTBO launched a program to guide the recovery of Portugal's tourism, focused on analysing social media reviews to understand changing visitor patterns and the pandemic's long-term effects on travel habits.
- Acting as strategic advisor for NTBO, we propose to investigate the complex visitor behaviour and preferences at Portuguese tourist sites through a comprehensive data-driven analysis.
- Our goal is to suggest, through the main findings, how to create effective marketing strategies that truly connect with tourists, thus improving Portugal's performance as a top travel choice.



02

TOURISM OVERVIEW



PRE-PANDEMIC

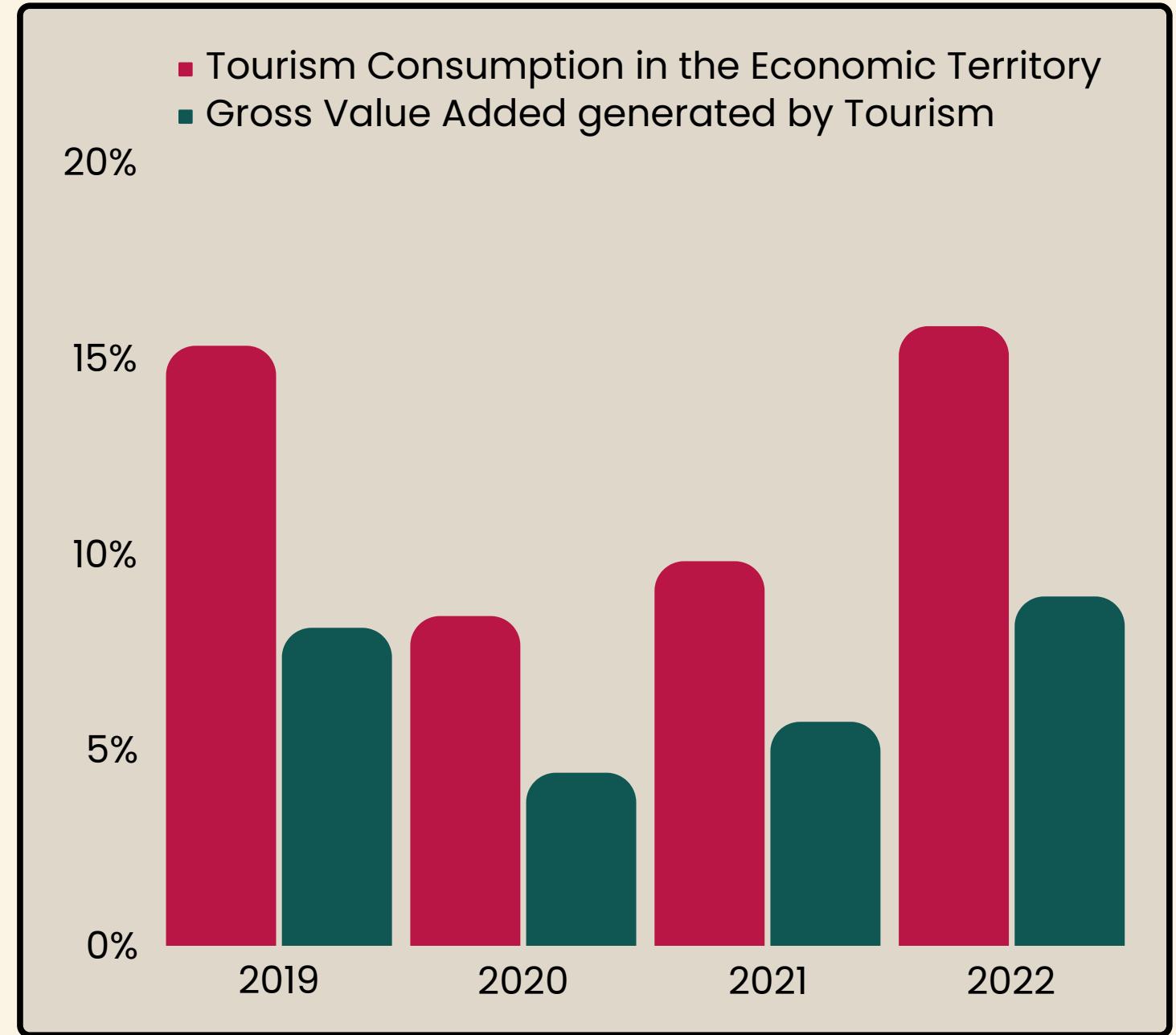
International travel was:

- a well-connected network of destinations
- accessible due to the emergence of low-cost airlines
- great flow of passengers crossing borders daily
- tourism was thus contributing greatly to the economic vitality of numerous countries

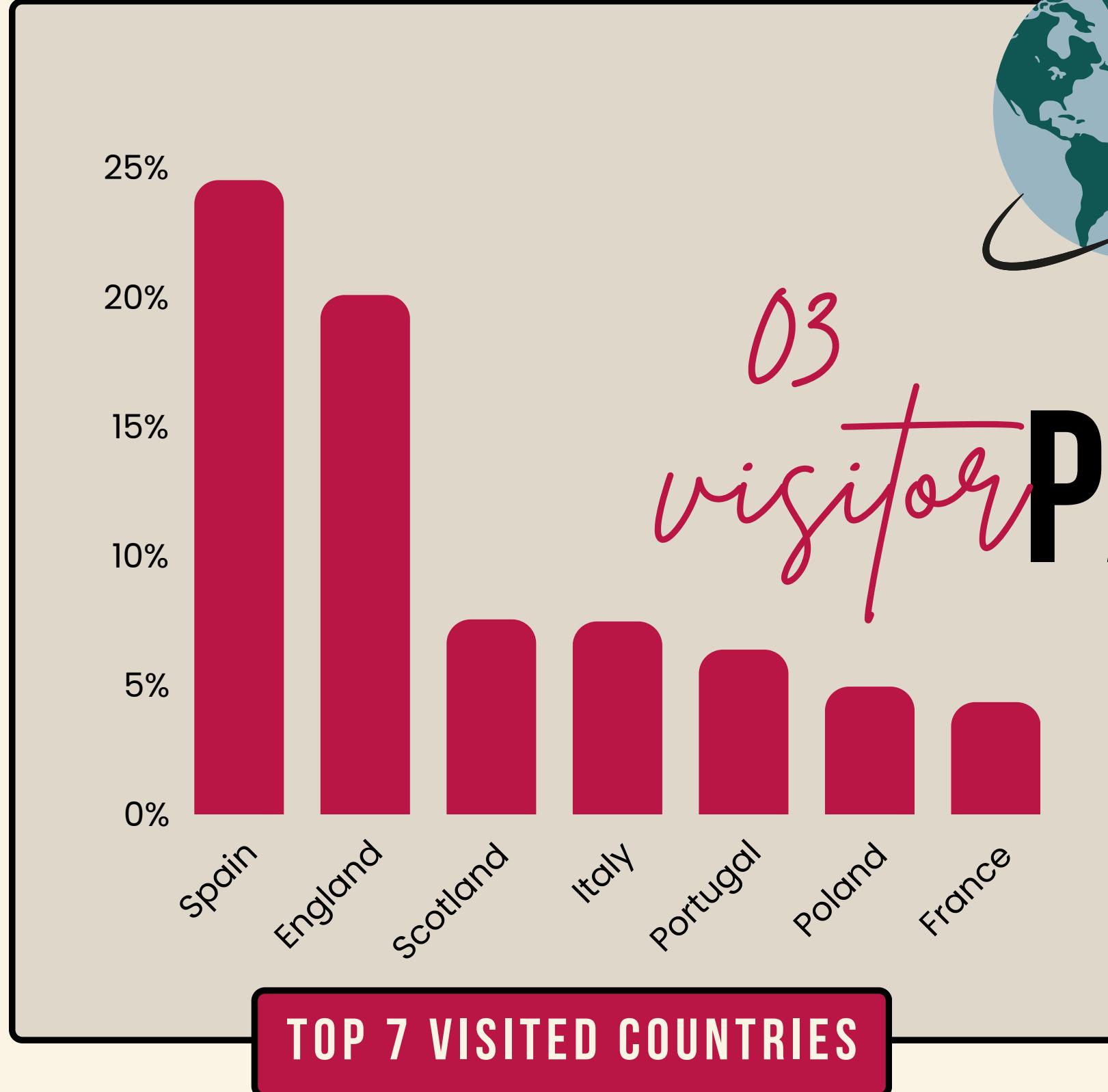
POST-PANDEMIC

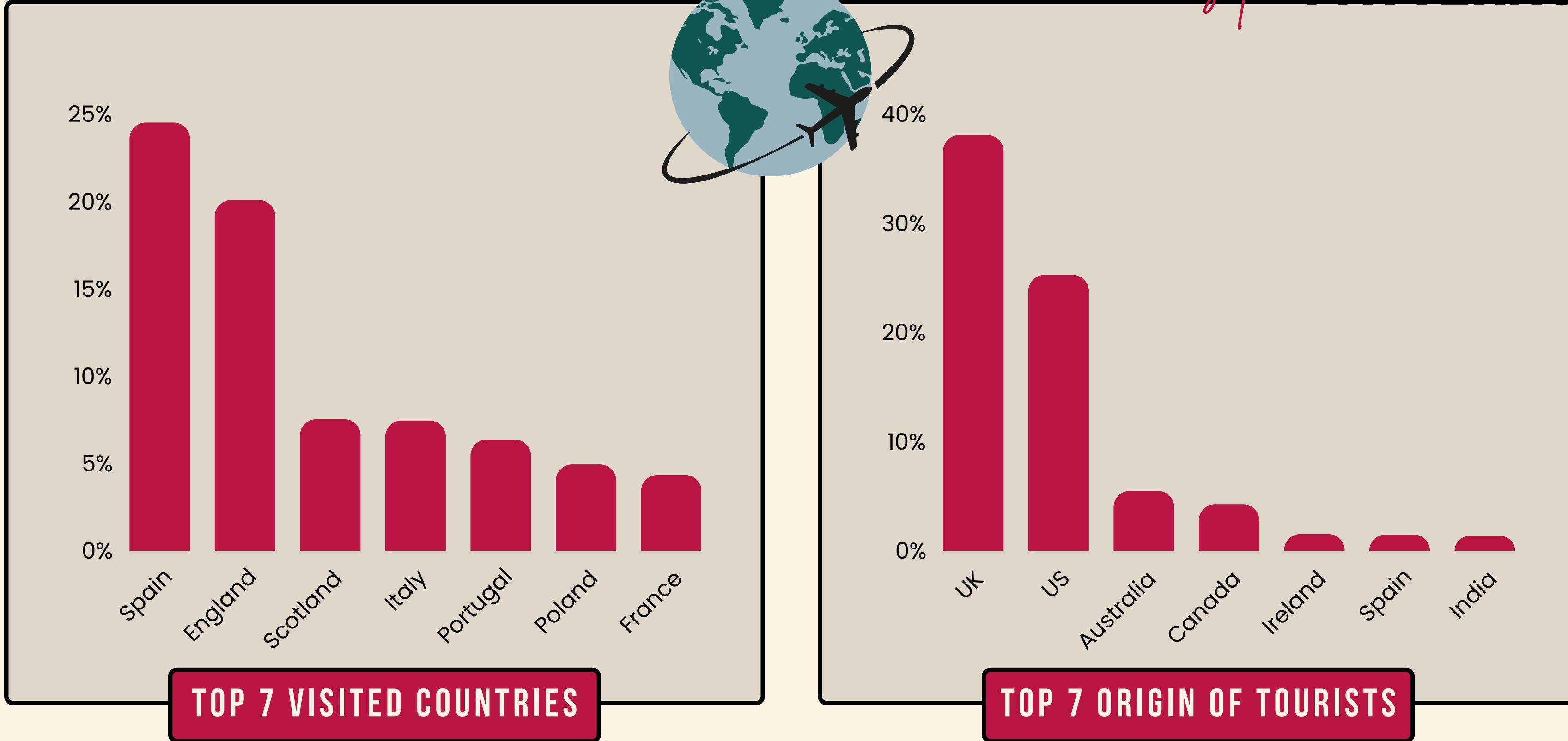
Travel is now focused on:

- revaluation of established norms
- facing the challenge of recovery and reinvention
- rethinking their approach
- the shift in travelers priorities
- digital transformation
- data-driven marketing



Tourism Consumption in the Economic Territory (TCET) and Gross Value Added generated by Tourism (GVAT) evolution in million euros and weight in GDP (%) for 2019–2022.
(source: INE, Turismo de Portugal)



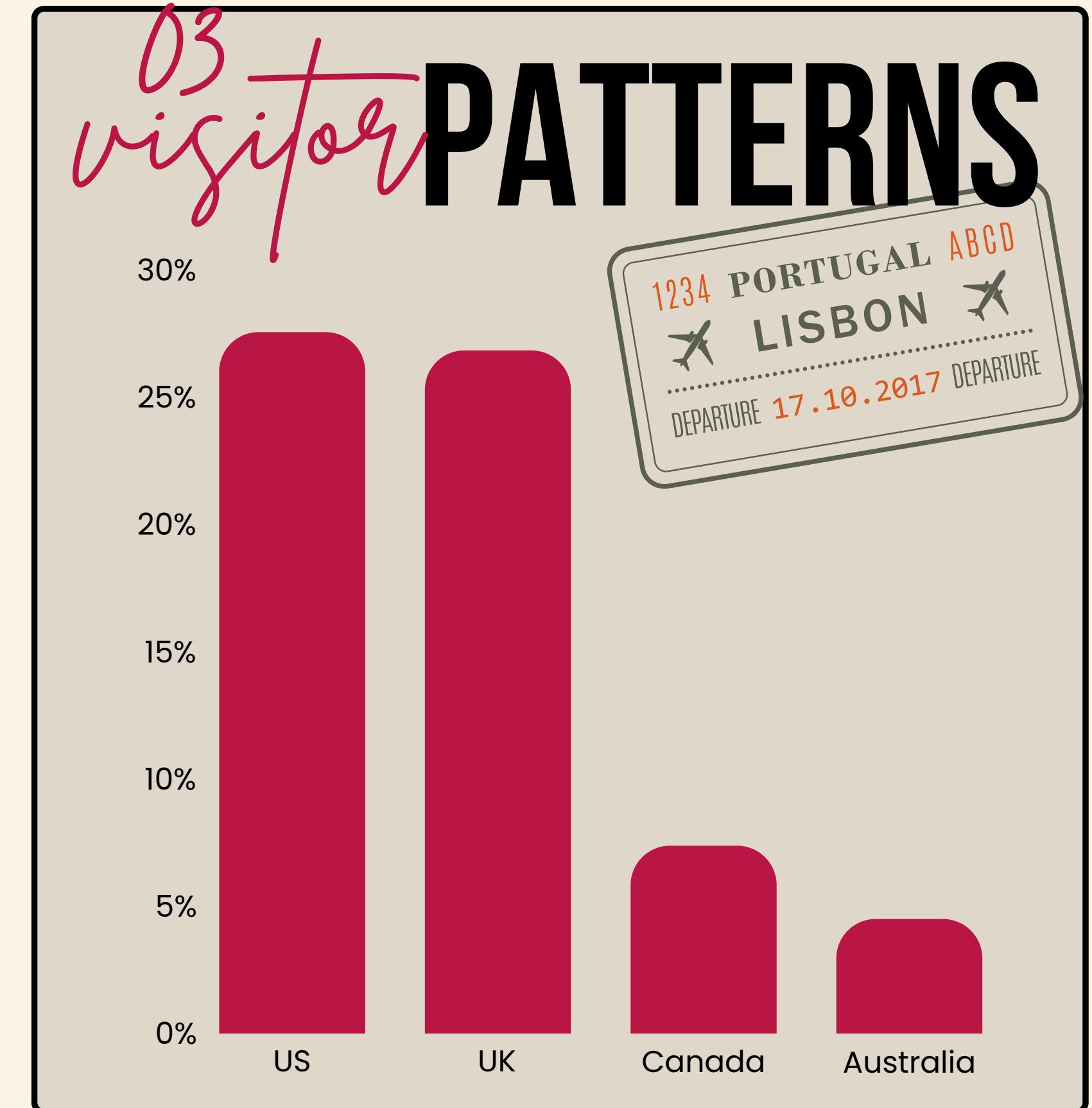


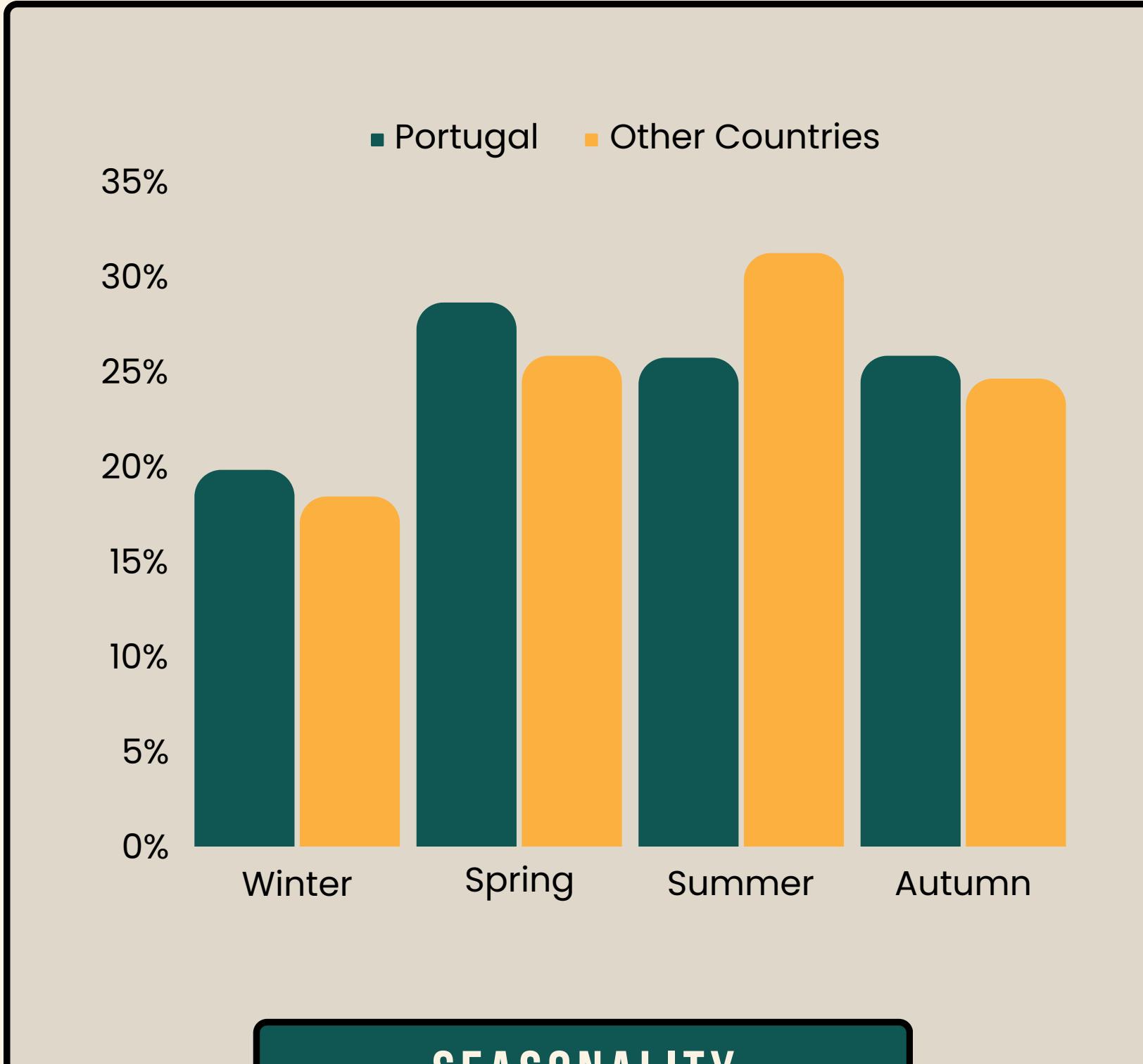
27.55% **26.83%**

US UK

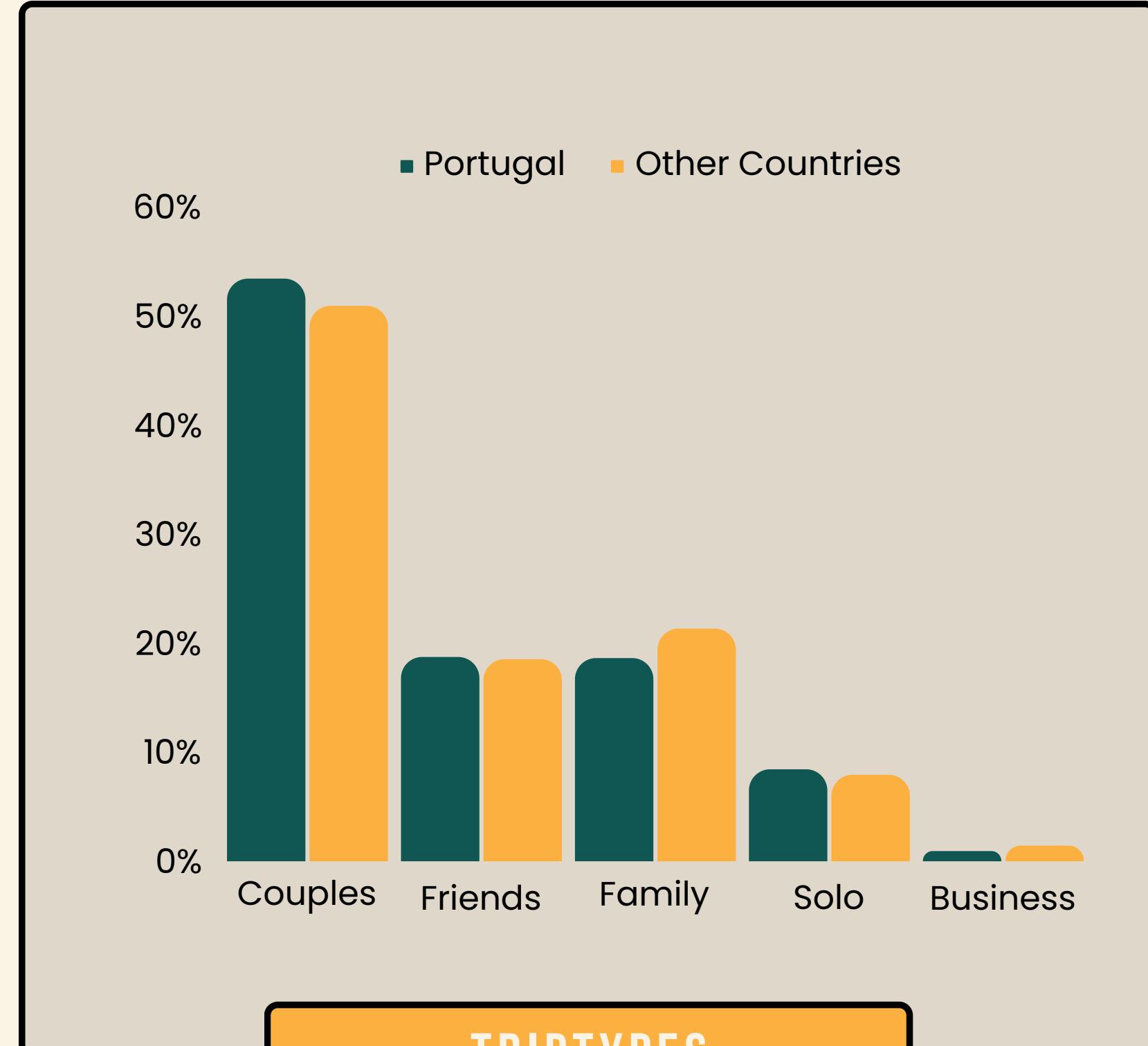
7.36% **4.48%**

Canada Australia





SEASONALITY



TRIPTYPES

EXPLORING HOLIDAYS

SPRING AND WINTER

Top seasons for holiday trips

BASÍLICA OF SAGRADA FAMILIA

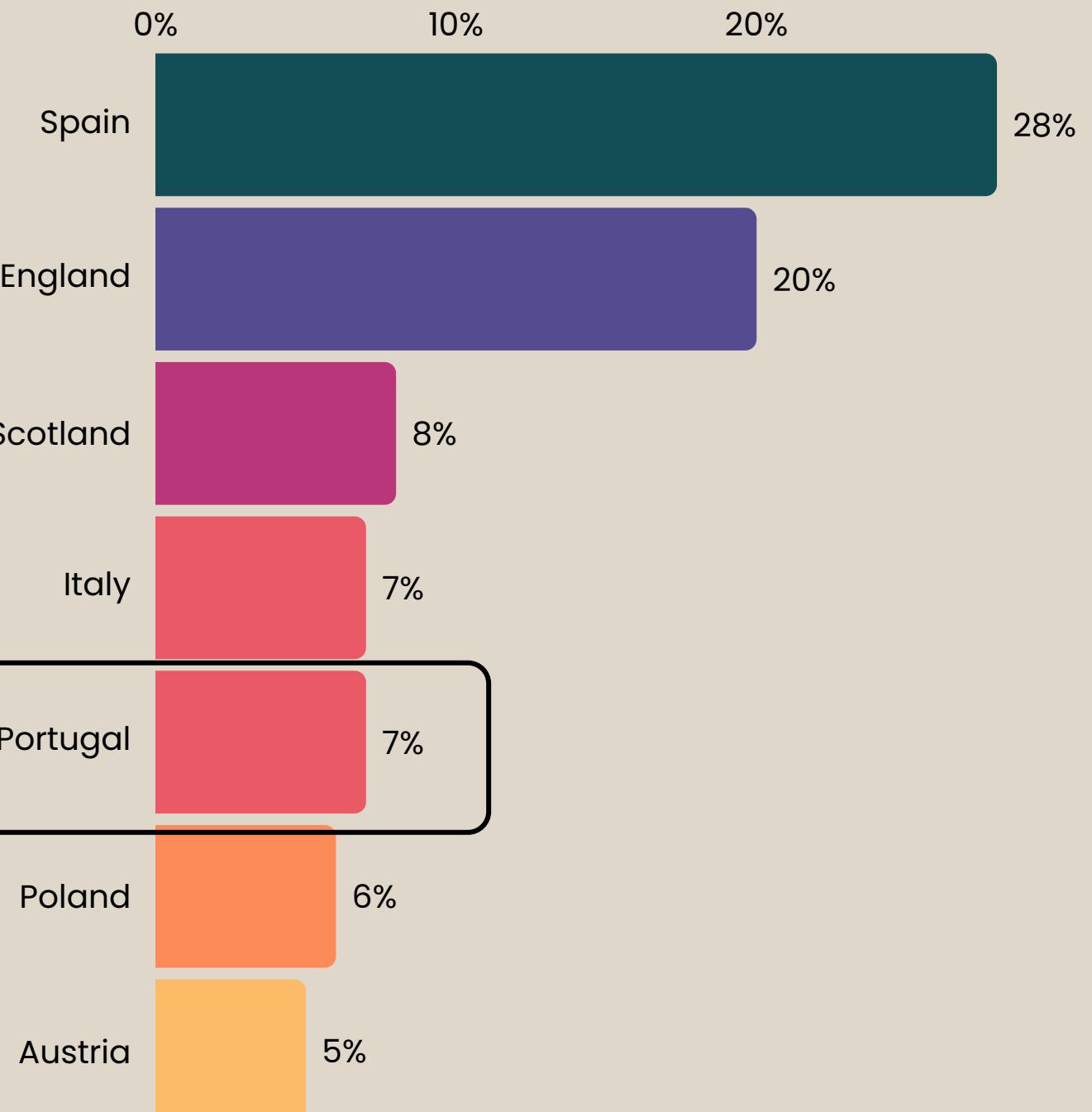
Top attraction for holiday trips

COUPLES

Most common trip type for holiday trips

LABOUR DAY

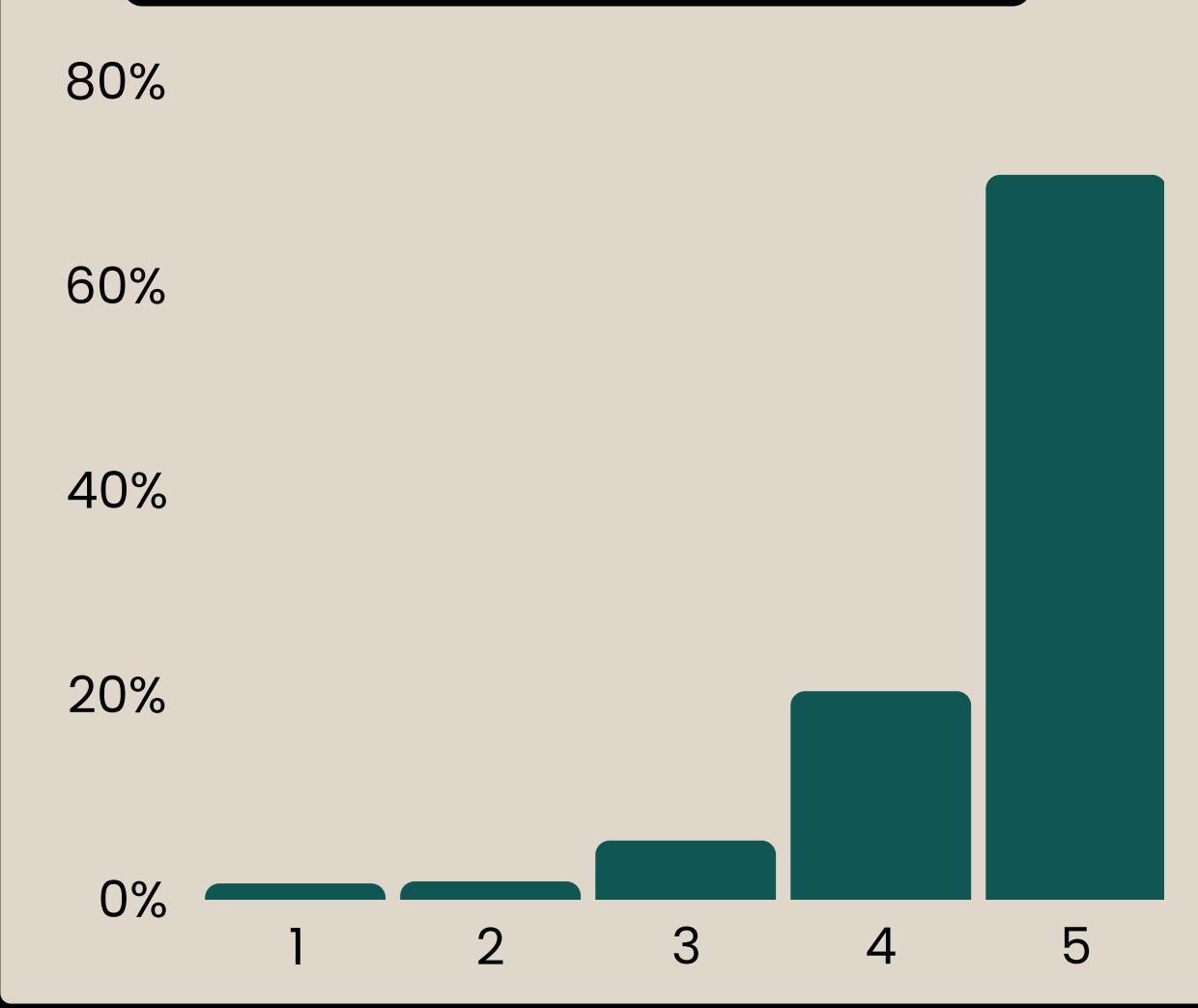
Most preferred holiday to travel



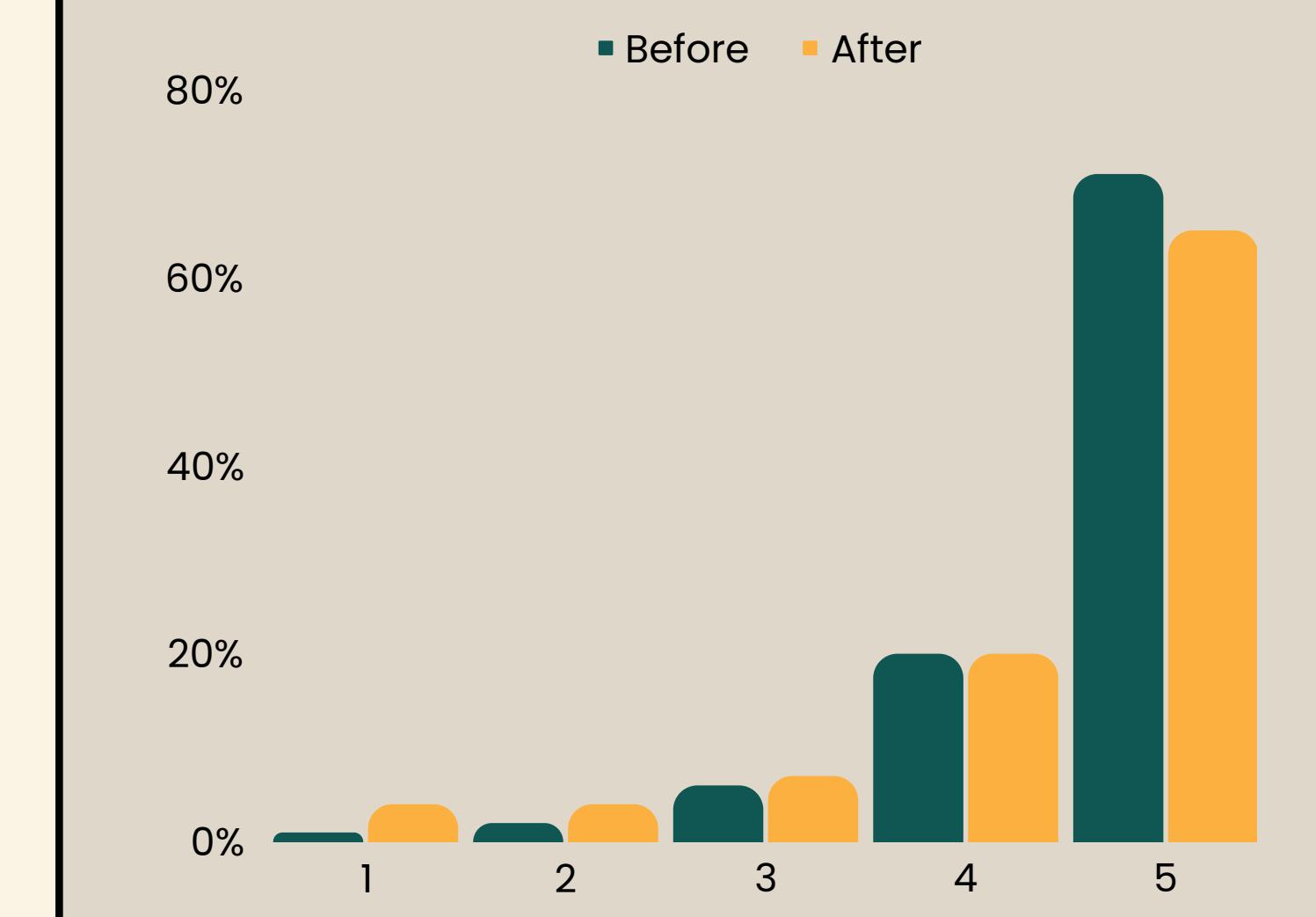
TOP 7 DESTINATIONS FOR HOLIDAY TRIPS



RATINGS DISTRIBUTION



REVIEW RATING BEFORE AND AFTER COVID





TOTAL VISITS BEFORE AND AFTER COVID

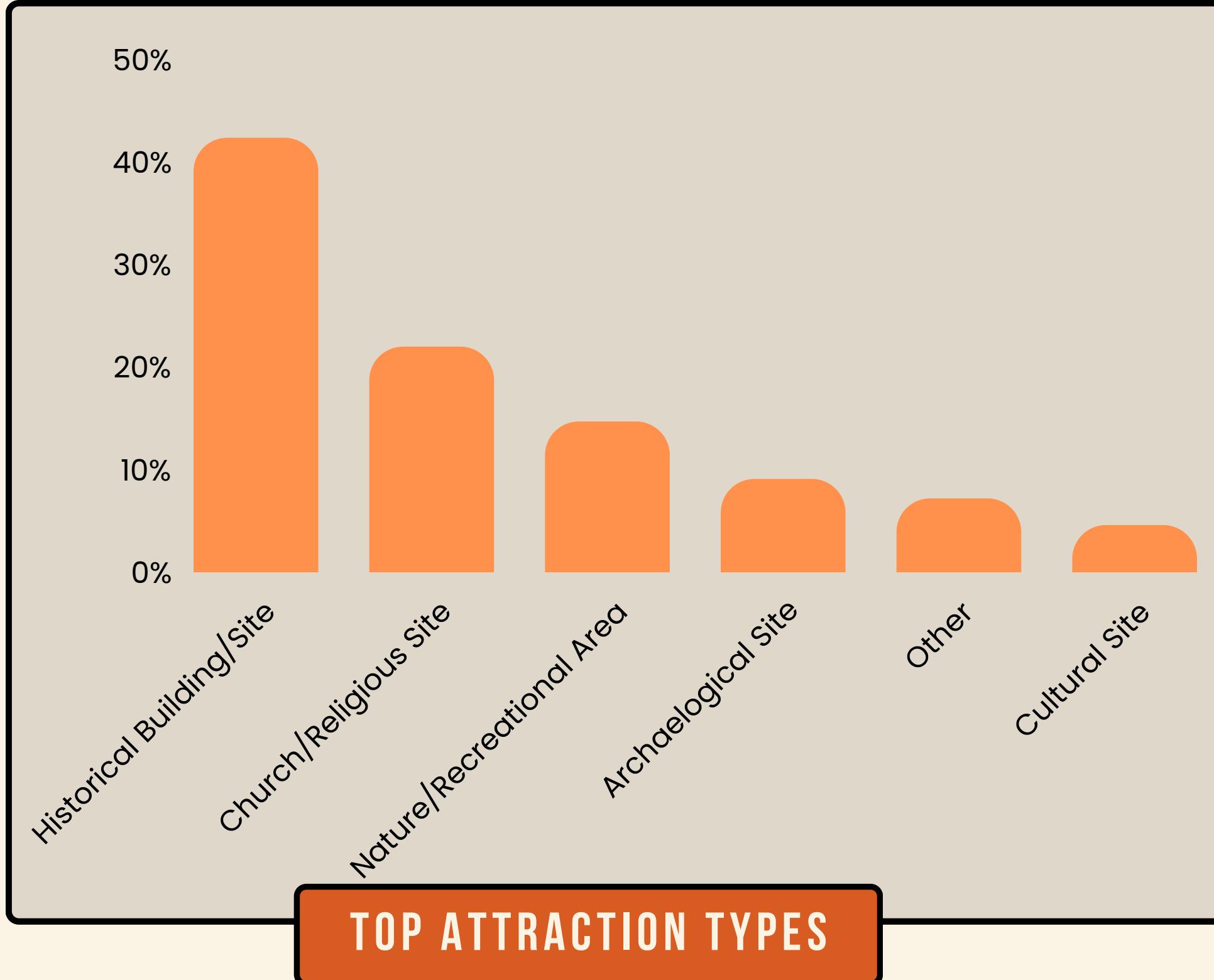
■ Before ■ After

100%
80%
60%
40%
20%
0%

REVIEWS SENTIMENT SCORES FOR PORTUGAL

■ Average Polarity ■ Average Polarity

0.6
0.5
0.4
0.3
0.2
0.1
0



HISTORICAL BUILDING/SITE

42.37%

Europe's renowned legacy,
with a rich historical and
cultural heritage

CHURCH/ RELIGIOUS SITE

22.03%

Europe's religious sites are
not just places of worship
but also masterpieces of
architecture and art.

1 PORTUGAL ALL IN ONE: A YEAR-ROUND DESTINATION



WINTER



SPRING



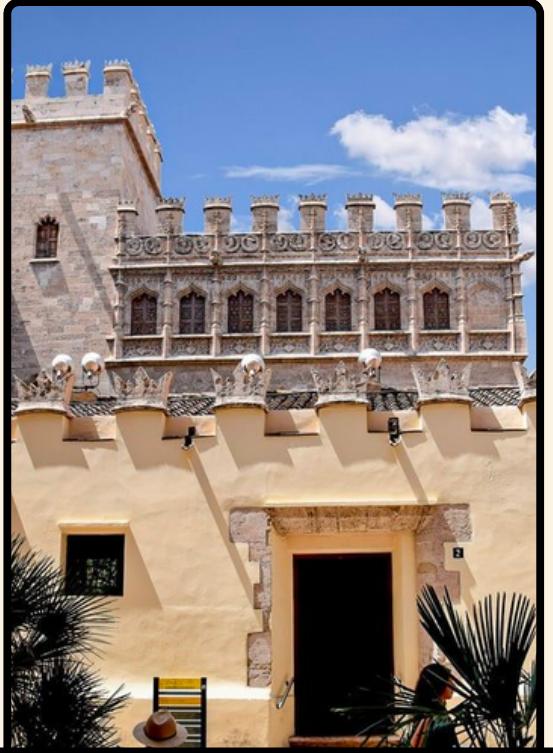
SUMMER



AUTUMN



of Marketing RECOMMENDATIONS



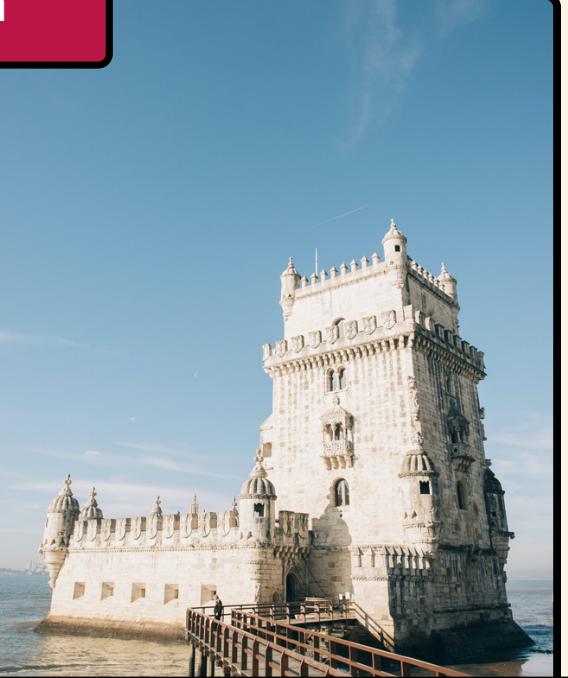
La Lonja de la Seda



Palace of Catalan Music



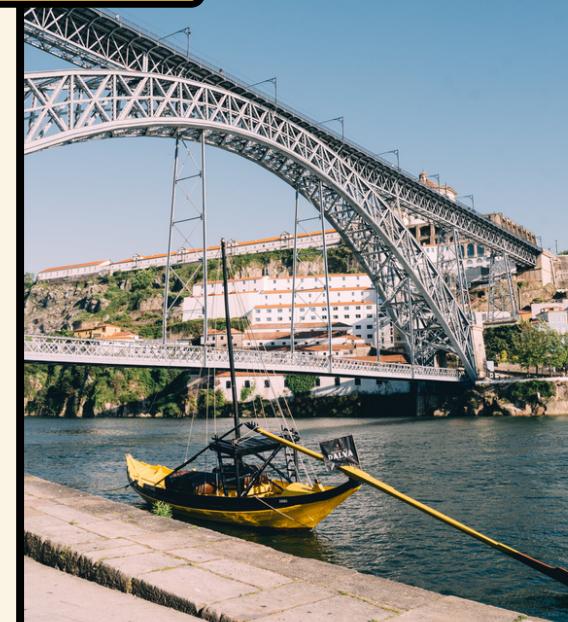
Basilica of the Sagrada Família



Torre de Belém



Quinta da Regaleira



Ponte de Dom Luís I



GOLD USERS

Exclusive group of 3013 Users.

For this distinguished segment, we recommend implementing a unique marketing strategy, offering them a special **promotion** valid for any attraction across Portugal.



SPECIAL PROMOTION %

PORTUGAL ATTRACTIONS ONLY

Future RECOMMENDATIONS

05

Active Users:

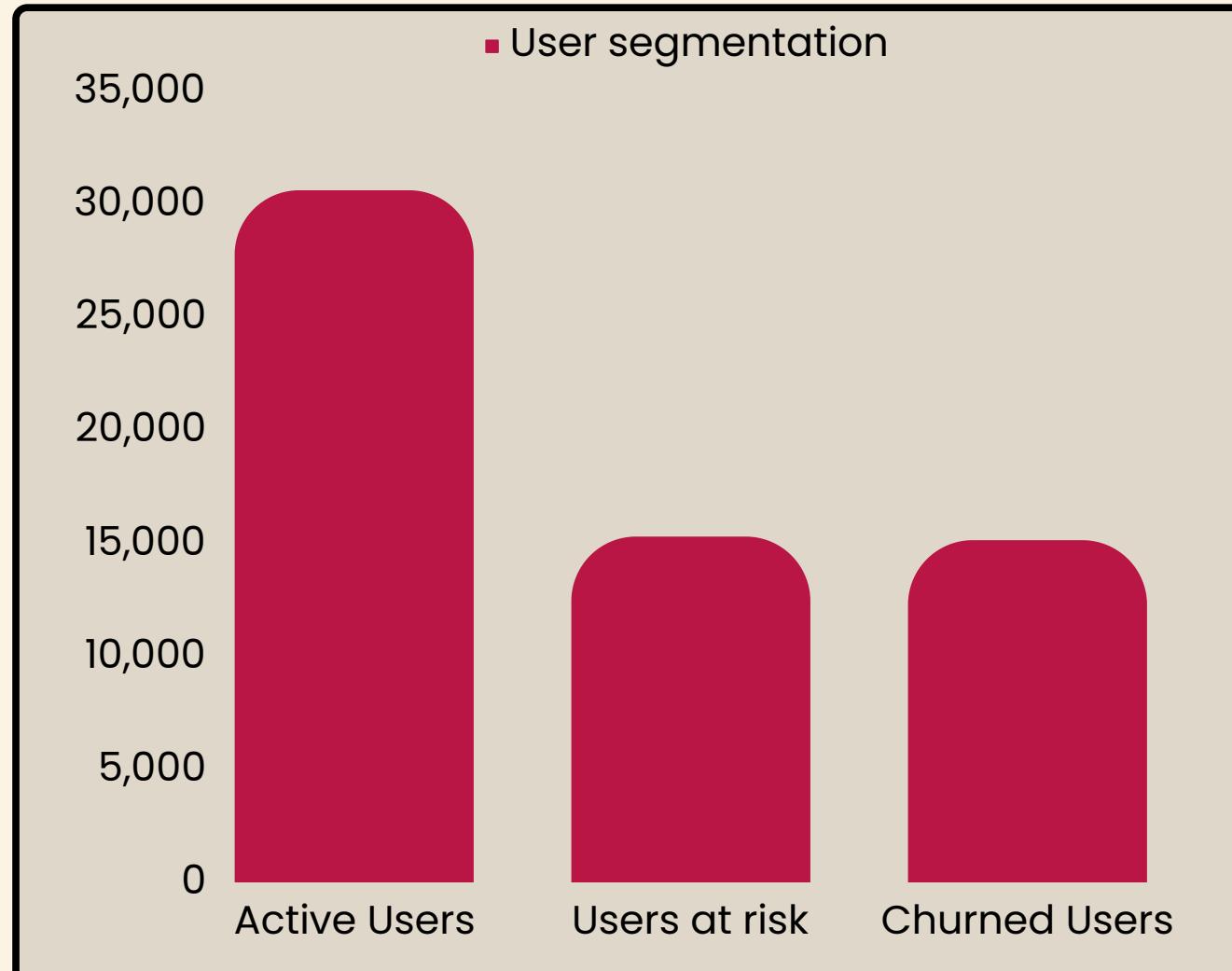
Target with tailored Cross-sell or Up-sell campaigns.
Aim to enhance their engagement and encourage additional purchases.

Users at Risk:

Focus on a dedicated Retention campaign.
Strive to strengthen loyalty and prevent potential disengagement.

Churned Users:

Prioritize a Reactivation campaign.
Aim to bring back lapsed users into the active user base.



06 CONCLUSION

key takeaways for NTBO to consider:

- Implementation of data-driven strategies is key to revitalizing and sustaining Portugal as a prime tourist destination
- Adapt to changing patterns post-pandemic and global trends
- Tailor visitor segments by time periods, trip types and other interests
- Enhance visitor satisfaction by analysing reviews sentiments
- Historical and cultural attractions can be a unique selling point



Thank you!

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