

Tourism 4.0

Fostering Entrepreneurship
and Innovation in Portugal

TURISMO DE
PORTUGAL



Tourism is a key activity in Portugal

2016_{oct}



11.4bn€

Tourism Receipts
(2015, BdP)



45.3%

Services Exports
(2015)



15th

Travel & Tourism
Competitiveness
Index
(2015)



International
Tourists at hotels



7,8bn€

Tourism Balance
(2015, BdP)



15,3%

Total Exports
(2015)



6.3%

Tourism
Receipts/GDP
(2015, BdP)



International
Tourism Receipts

Entrepreneurship in Tourism: Background



- Economic downturn
- Rise of unemployment
- Increasing competition
- Need to add value to tourism experiences

Innovate or Die...



Tourism 4.0

Facilitating Innovation in Tourism Sector

- Provide specialized services to startups
- Advisory on available financial instruments
- Participation in marketing campaigns and trade marketing initiatives
- Mobilize national and international mentors

Stimulating the Entrepreneurial Ecosystem

- Promote the coordination of the entrepreneurial ecosystem agents
- Partnerships with Accelerators and Incubators (programs and events)

Stimulating an Entrepreneurial Culture

- Develop entrepreneurship training programs in Hotel Schools
- Promote sharing of Universities' best practices in creating entrepreneurship initiatives in Tourism

Promoting Access to Funding

- Develop specific financial instruments dedicated to entrepreneurship
- Mobilize national and international investors

Facilitating Innovation in Tourism Sector



International Tourism Fairs



Advisory Team@TP



Free Wifi Historical Centres



Network of Mentors

Stimulating an Entrepreneurial Culture



Tourism Creative Factory

Stimulating the Entrepreneurial Ecosystem



Lisbon Challenge



Tourism Innovation Competition



Discoveries



Smart Open Lisboa

Promoting Access to Funding



Funding Programs





Making the Case for Tourism...first results



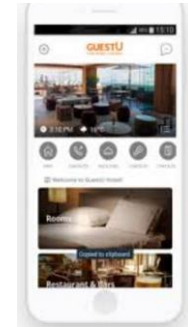
Accommodation Marketplace



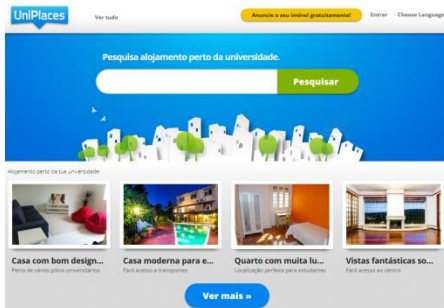
Historic and cultural cityguides



Mobile pocket concierge and guided tours



Mobile Concierge



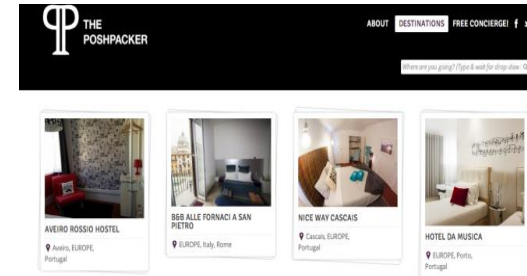
Marketplace for student accommodation



Self-advertising platform



Mobile pocket concierge



Booking site and community network Millennials





Thank You!

sergio.guerreiro@turismodeportugal.pt