



# National Project for Cycling & Walking

**Guimarães | 29 November 2018**

[teresa.ferreira@turismodeportugal.pt](mailto:teresa.ferreira@turismodeportugal.pt)

[joao.portugal@turismodeportugal.pt](mailto:joao.portugal@turismodeportugal.pt)

# POSITION PORTUGAL AS A DESTINATION FOR CYCLING & WALKING



# NATIONAL PROJECT

7 Tourism regions

Public entities

Companies

New brand

# MAIN GOALS

- ◆ Increase cycling & walking flows to all regions of Portugal, including inland territories
- ◆ Offer experiences throughout the year, decreasing seasonality



# OPPORTUNITIES

- ◆ Growth potential segments
- ◆ Main source markets to Portugal: United Kingdom, Germany, France, Netherlands and Nordic countries



# 4 DIMENSIONS TO WORK ON

TERRITORY

PRODUCT

PROMOTION

SALES

# PARTNERSHIPS



# TERRITORY

PORTUGUESE  
TRAILS





# TERRITORY



Identification of **Anchor Trails** in each Tourism Region:

- Supramunicipal scale
- Relevant natural & cultural landscape
- Tourism offer



Creation of new National Road Signs for Cycling Routes



Trails Management models' follow up

- Maintenance
- Trails monitoring
- Local population

# PRODUCT

PORTUGUESE  
TRAILS



# PRODUCT



Setting requirements for  
Activities and  
Accommodation  
**Bike & Walk friendly**

**Cycling & Walking**  
programmes for  
international markets



Capacity building  
process for companies

- Workshops
- Networking



Identification of other  
services

- **Local Experiences**  
(territory brands)
- Bike shops

# PROMOTION & SALES

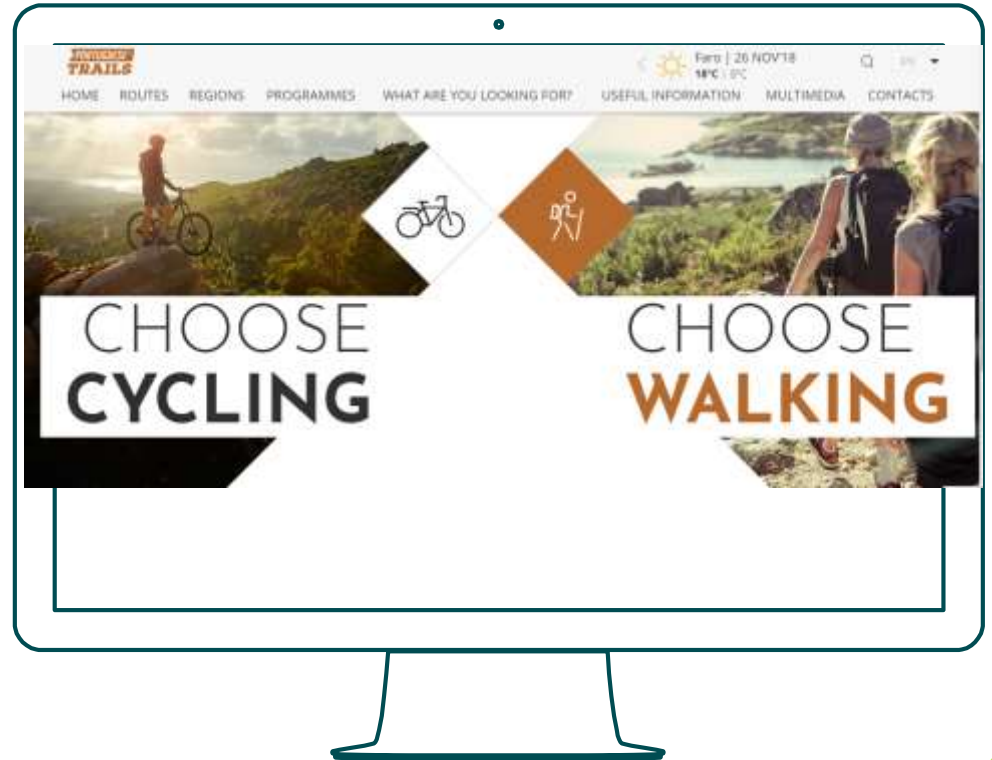
PORTUGUESE  
TRAILS



[www.portuguesetrails.com](http://www.portuguesetrails.com)

5 languages

Mobile full responsive



## ROUTES/REGIONS

- Main Routes (“GR”)
- Greenways
- MBT Centres
- EUROVELO 1 – Rota Costa Atlântica

## WHAT ARE YOU LOOKING FOR

- LOCAL EXPERIENCES
  - Natural.PT
  - Aldeias Xisto
  - Aldeias Históricas
- BIKE SHOPS

## PROGRAMMES

- COMPANIES’ PROGRAMMES
- Find out more (companies websites)

## USEFUL INFORMATION

- CODE OF CONDUCT
- SAFETY RECOMMENDATIONS
- How to get there

## WHAT ARE YOU LOOKING FOR

- ACOMMODATION
- ACTIVITIES
  - Bike & Walk friendly

## MULTIMEDIA

- GUIDES
- MAPS
- GPS TRACKS
- VIDEOS



**283 companies**

Activities and accommodation bike & walk friendly

**194 programmes**

Duration, languages, services included

**34 routes**

425 Cycling & Walking trails



**PORTUGUESE  
TRAILS**





# PROMOTION & SALES

- Digital campaign
- Thematic trade fairs
- Fam trips
- Press trips



# CHALLENGES 2019

- + MONITORING DEMAND
- + TRAILS MANAGEMENT
- + SAFETY

# CHALLENGES 2019

+ TRAINING  
(companies, destinations)

+ NEW TRAILS  
+ NEW PROGRAMMES

# Obrigado!

