



Exploring New Perspectives: How Visit Portugal Balances Consistency with Nuance

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Visit Portugal - Our Mission

Promote

Portugal globally as a diverse, high-quality travel destination

Drive

sustainable tourism growth across all regions of the country

Elevate

The perception of Portugal's image through culture, nature, and unique experiences



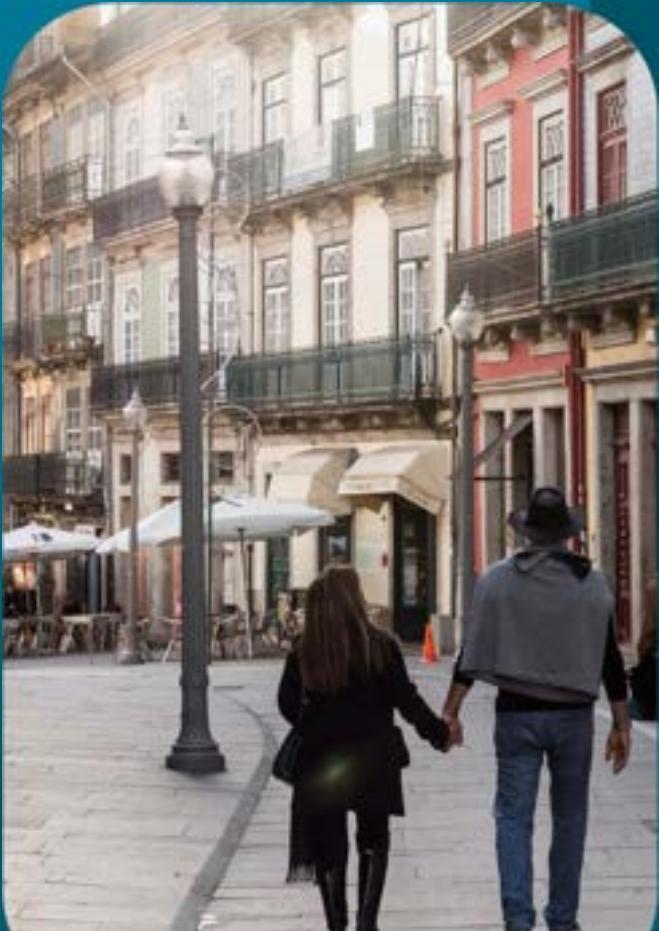
In 2024, the tourism sector reached record- high levels in key visitor demand.



9.7% of GDP
29.7M guests recorded
76.1M overnight stays
€27B Tourism Revenue

**The World Has Changed.
Tourism Too.**

Today's traveler seeks:



Authentic
experiences

Affordable
luxury

Digital First

Sustainable,
responsible
travel

Nature +
Wellness

Target Audience

Premium
Lifestyle
Travelers

Cultural and
Heritage
Travelers

Nature &
Adventure
Travelers

Niche But
High-Value
Segments

Wine &
Gastronomy
Enthusiasts

LGBTQ+
Travelers



Creativity Meets Authenticity

How can we show Portugal not by what we have, but by what we make people feel?"



THE
UNWRITTEN
RECIPE

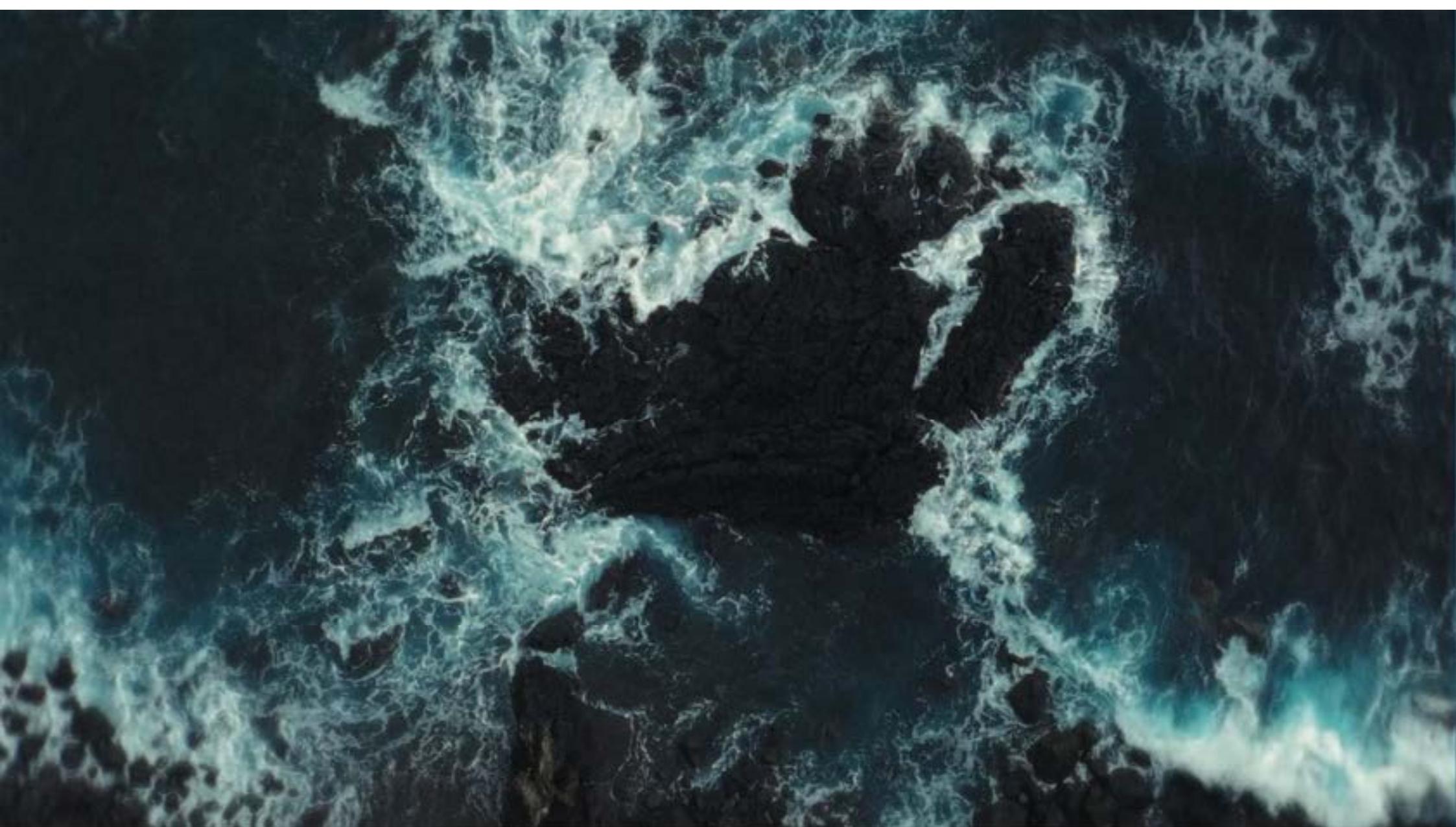


visit Portugal

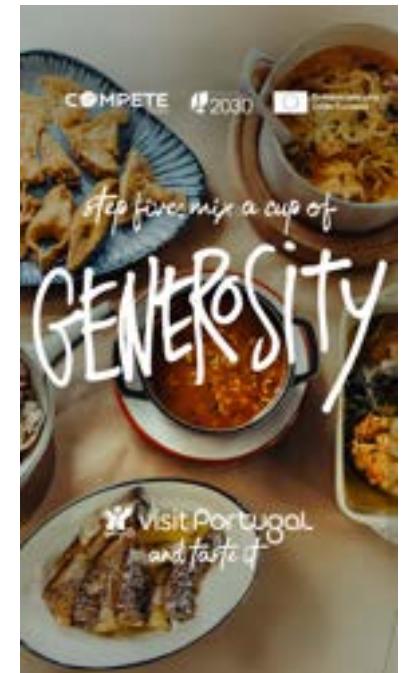
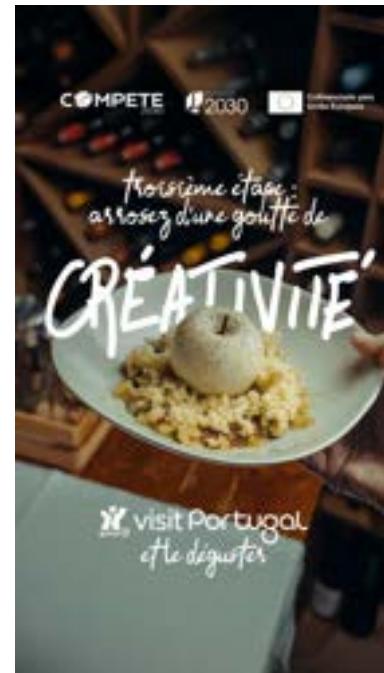
Unwritten Recipe

Showcasing Portugal's unique balance of innovation and tradition, the campaign highlights gastronomy as a key attraction—inviting visitors to enjoy authentic flavors that connect the past, present, and future of Portuguese cuisine.





The best recipes are unwritten... Portugal: an unwritten recipe."



1st step
Freshness

2nd step
Authenticity

3rd step
Creativity

4th step
Sustentability

5th step
Generosity



+2,49M€ ad spent
+957M ad impressions
+168M users reached
+133M completed video views
+2,69M ad clicks
+799k VisitPortugal.com website session with
an avg. session duration of **+2min17sec**

Metrics for Portugal's Unwritten Recipe

 visit Portugal

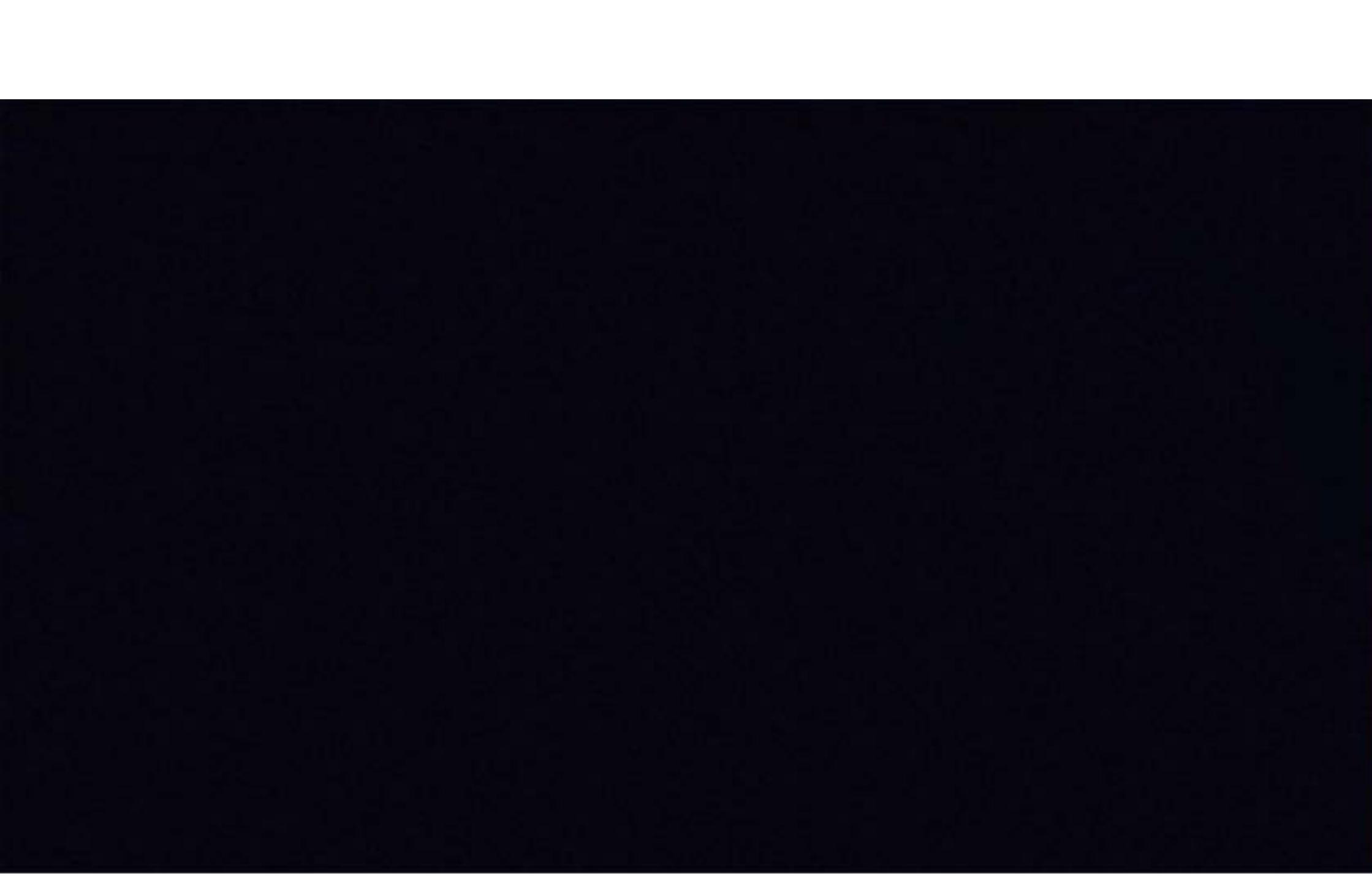
PORTUGAL + MUSIC + FESTIVALS

HEADLINERS

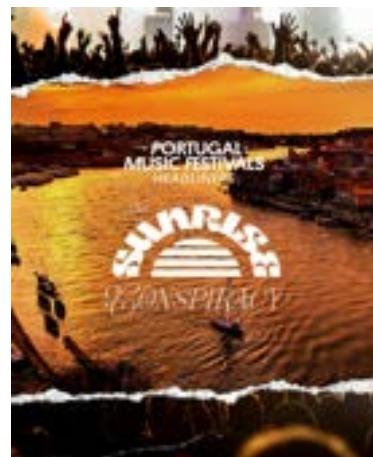
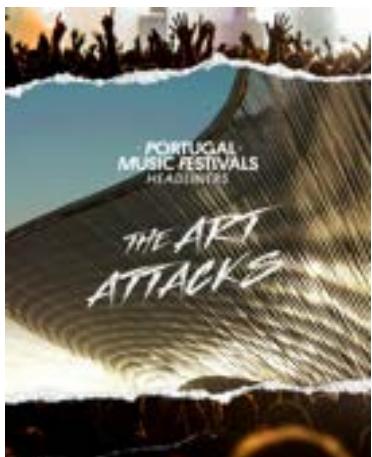
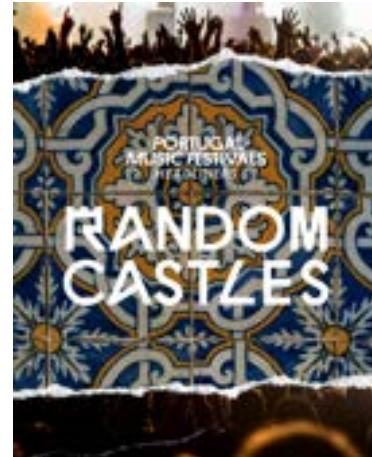
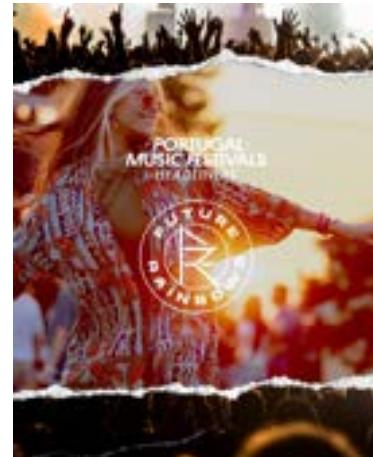


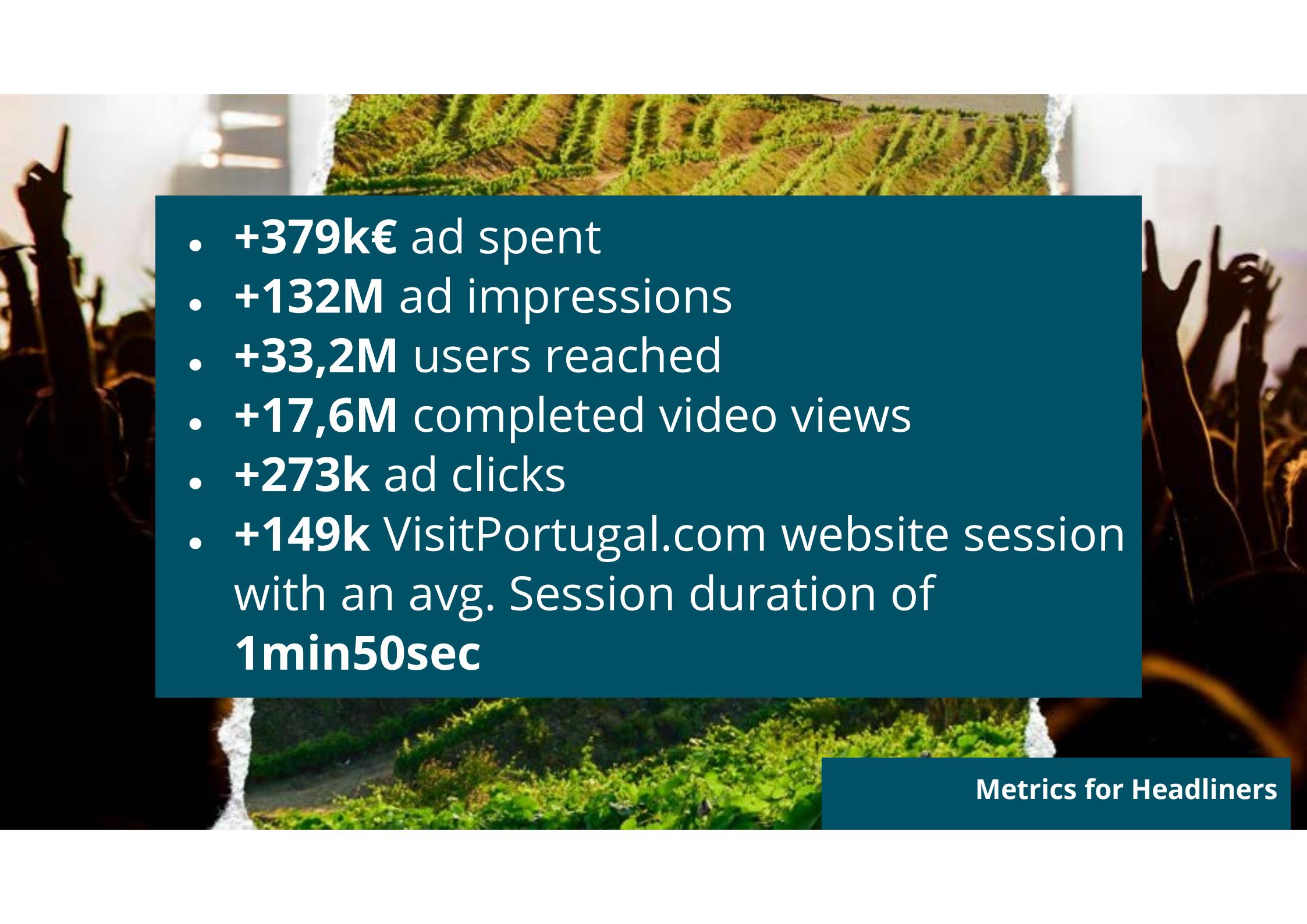
Headliners (Festivals)

The campaign uses the language and look of a music lineup to show that festivals aren't just events, but immersive experiences powered by the energy of an entire territory. By turning the country into the "headliner," it shifts attention beyond the usual hotspots, encouraging travelers to explore new cultural geographies and helping distribute tourism more evenly across Portugal.



“Portugal Headliners, the full line up”





- **+379k€** ad spent
- **+132M** ad impressions
- **+33,2M** users reached
- **+17,6M** completed video views
- **+273k** ad clicks
- **+149k** VisitPortugal.com website session with an avg. Session duration of **1min50sec**

Metrics for Headliners



visit Portugal

LIS



#PortugalIsArt



Portugal is Art

The “This is Art” campaign presents Portugal as a place where culture lives in everyday moments—where a landscape, a meal, or a tradition can be art. Every region becomes a creative stage, highlighting the country’s diversity and appealing to travelers seeking authentic, creative experiences.

What

“What is Art? This is art... Portugal is Art”



**Architecture
Festivals**

**Craft Art
Wine**

**Modern Art
Gastronomy**

**Religious Art
Wellness**

**Urban Art
Surf**



+1,58M€ ad spent

+604M ad impressions

+104M users reached

+74,6M completed video views

+1,26M ad clicks

+398k VisitPortugal.com website session

with an avg. Session duration of **2min54sec**

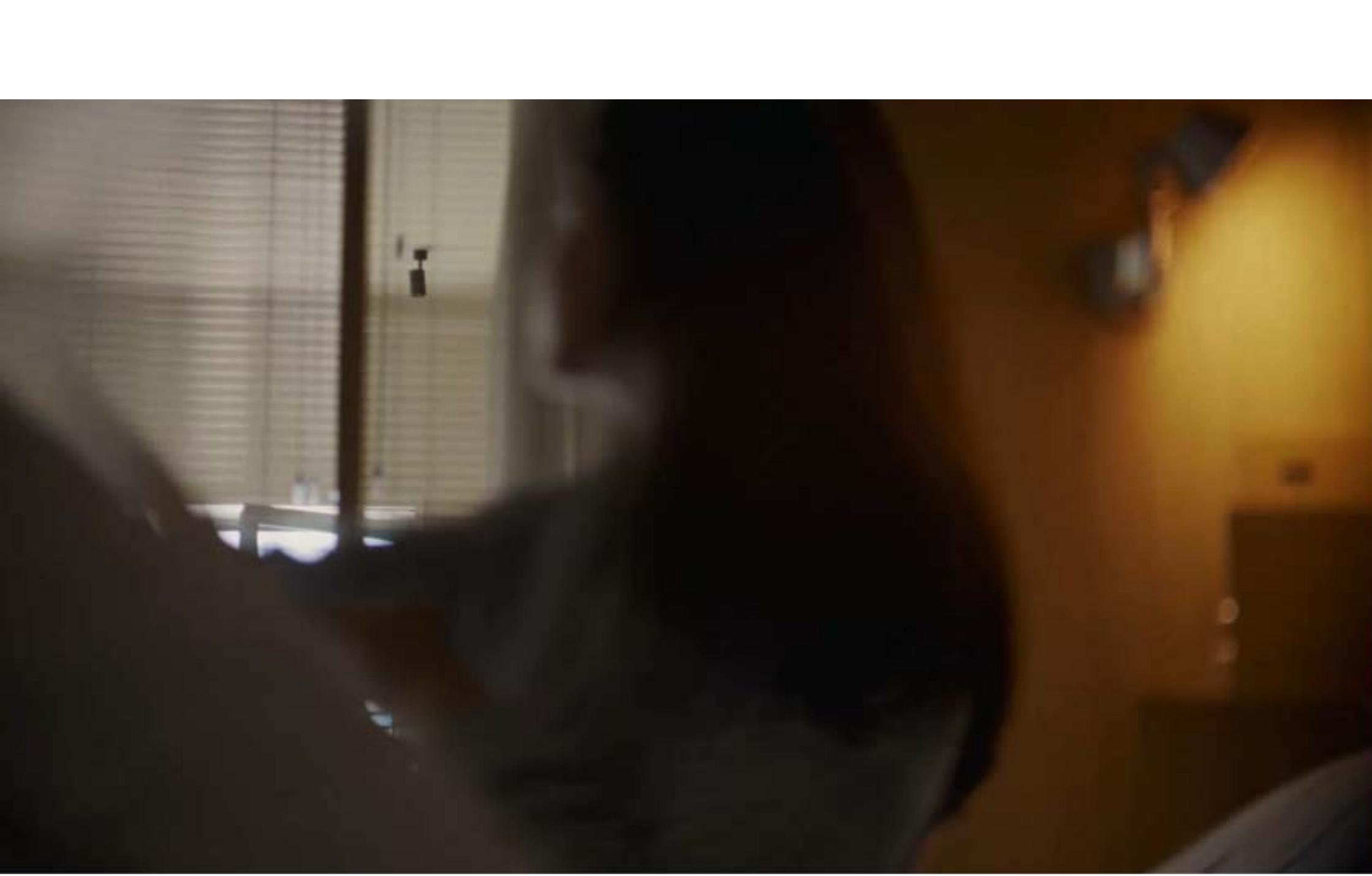
Metrics for Portugal is Art

A wide-angle, aerial night photograph of a city square. In the center is a tall, white, fluted obelisk. The square is paved and has a few small trees. In the background, there are numerous multi-story buildings with warm, glowing lights from their windows. The overall atmosphere is bright and vibrant.

**PORTUGAL
MEANS BUSINESS**

Portugal Means Business

Portugal Means Business uses the confident language of the corporate world to position the entire country as a high-value MICE stage: not just a place to host events, but a partner that elevates them. By presenting Portugal as a cohesive, high-performance “business destination,” the campaign encourages planners to look beyond the usual cities, discover new regions with strong infrastructure, and unlock fresh possibilities across the whole country..



Metrics Snapshot: Overall

+6,43M€ ad spent

+2,49MM ad impressions

+177M users reached

+225M completed video views

+7,77M ad clicks

+3,09M VisitPortugal.com website session with an
avg. Session duration of +2min30sec

**Portugal's campaigns are diverse,
but the brand promise is
consistent: authentic experiences,
shared stories, cultural depth.**



What the campaigns have generated

Growth

in brand awareness
for Portugal

Increased interest

in cultural and
sensory experiences

Cohesion

Wider territorial
distribution of
tourism

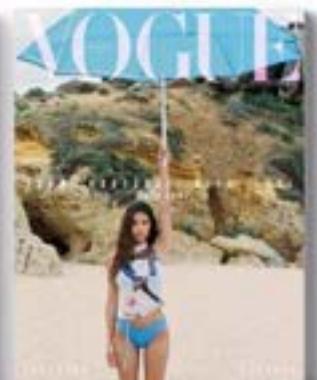
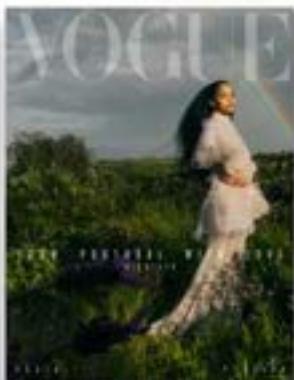
Stronger Perception

Portugal as a creative
and authentic
destination

**But we don't do it alone.
The Future is Collaborative!**

STRATEGIC PARTNERSHIPS

The future is built together





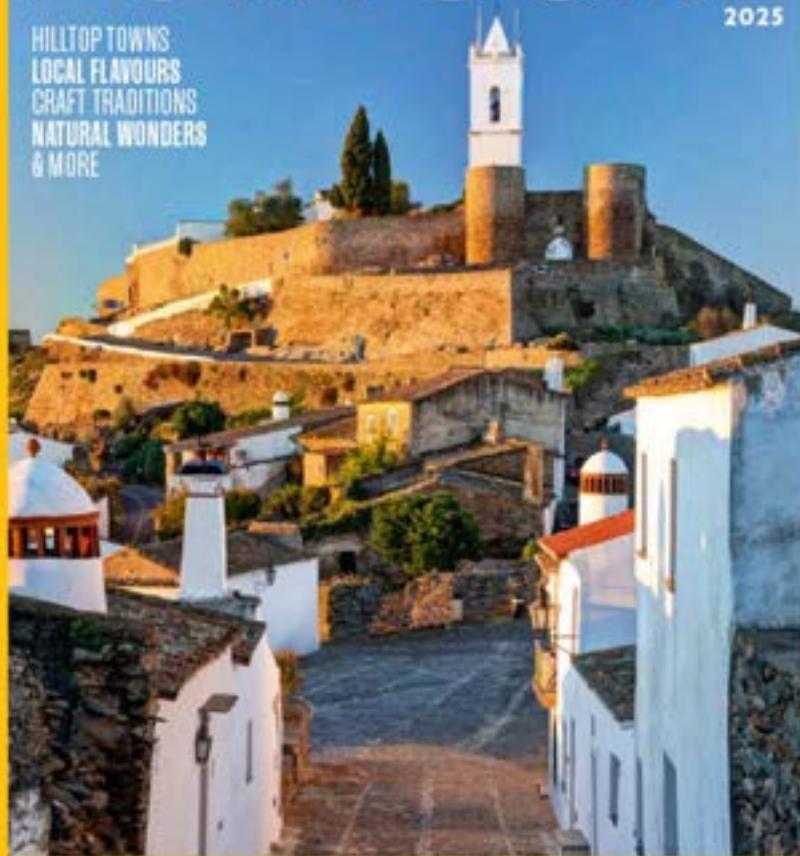
NATIONAL
GEOGRAPHIC

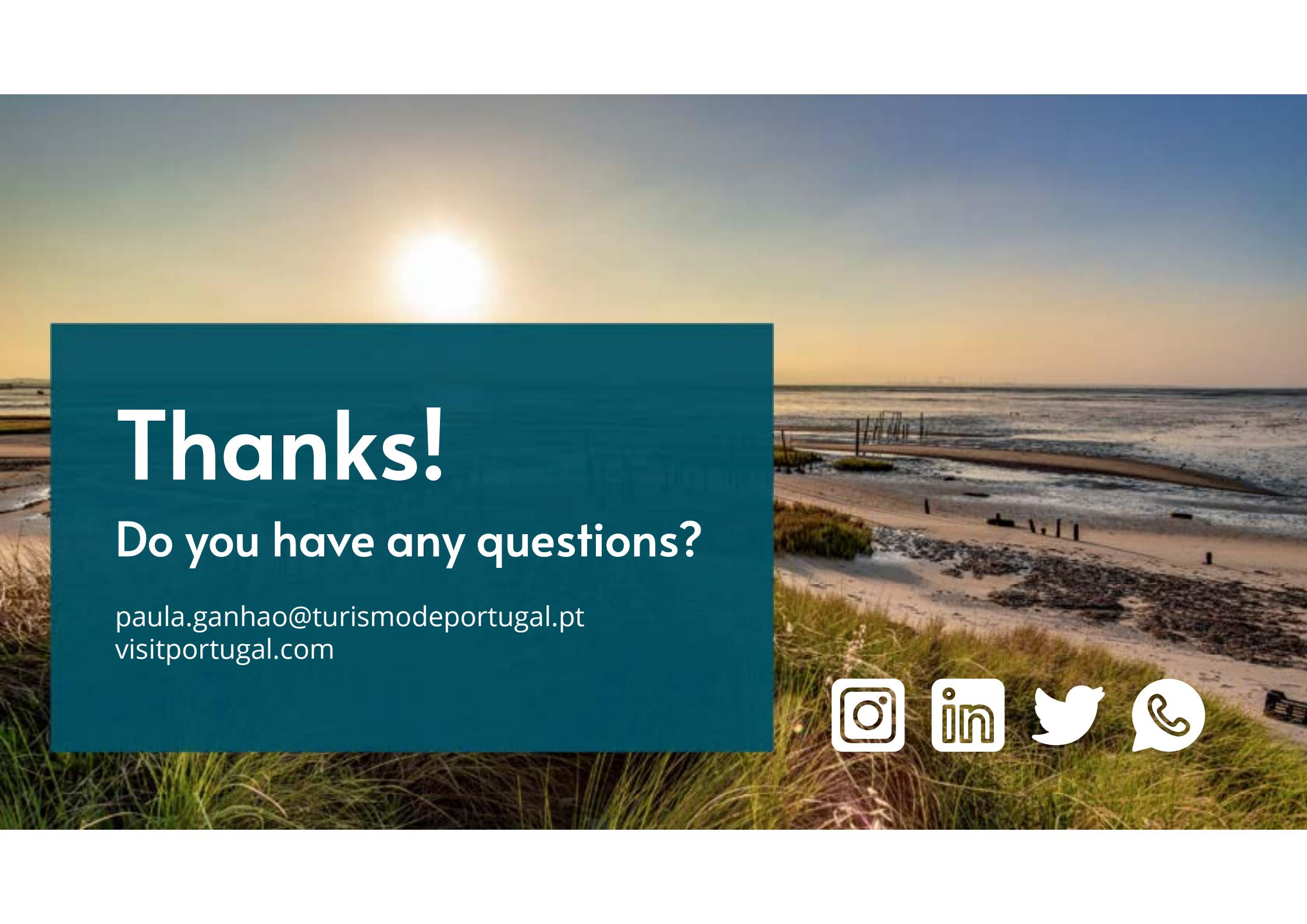
TRAVELLER

PORTUGAL

2025

HILLTOP TOWNS
LOCAL FLAVOURS
CRAFT TRADITIONS
NATURAL WONDERS
& MORE



A wide-angle photograph of a coastal landscape at sunset. The sky is a gradient of orange, yellow, and blue. The sun is low on the horizon. In the foreground, there are tall, green grasses. A wooden boardwalk or path leads towards the beach and the ocean in the distance.

Thanks!

Do you have any questions?

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