



# 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

A group of people are practicing yoga in a lush, green forest. They are all in a similar pose, with their hands raised above their heads. The scene is peaceful and natural, with sunlight filtering through the trees. The text is overlaid on the right side of the image.

*Creativity Meets Authenticity*

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



An aerial photograph of a rocky coastline with dark, jagged rocks and turbulent, white-capped waves crashing against them. The water is a deep teal color, and the foam is bright white. The text 'THE UNWRITTEN RECIPE' is overlaid in a white, handwritten-style font.

# 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**  
*Sustainability*



**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  
na avg. session duration of **+2min17sec**

Metrics for Portugal's Unwritten Recipe





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# PORTUGAL + MUSIC + FESTIVALS

HEADLINERS



The background image shows a crowd of people at a festival, with many hands raised in the air. In the center, there is a white rectangular box containing the title. Behind the text box, a dark stone wall is visible. The overall scene is dimly lit, suggesting a night festival.

# Headliners (Festivals)

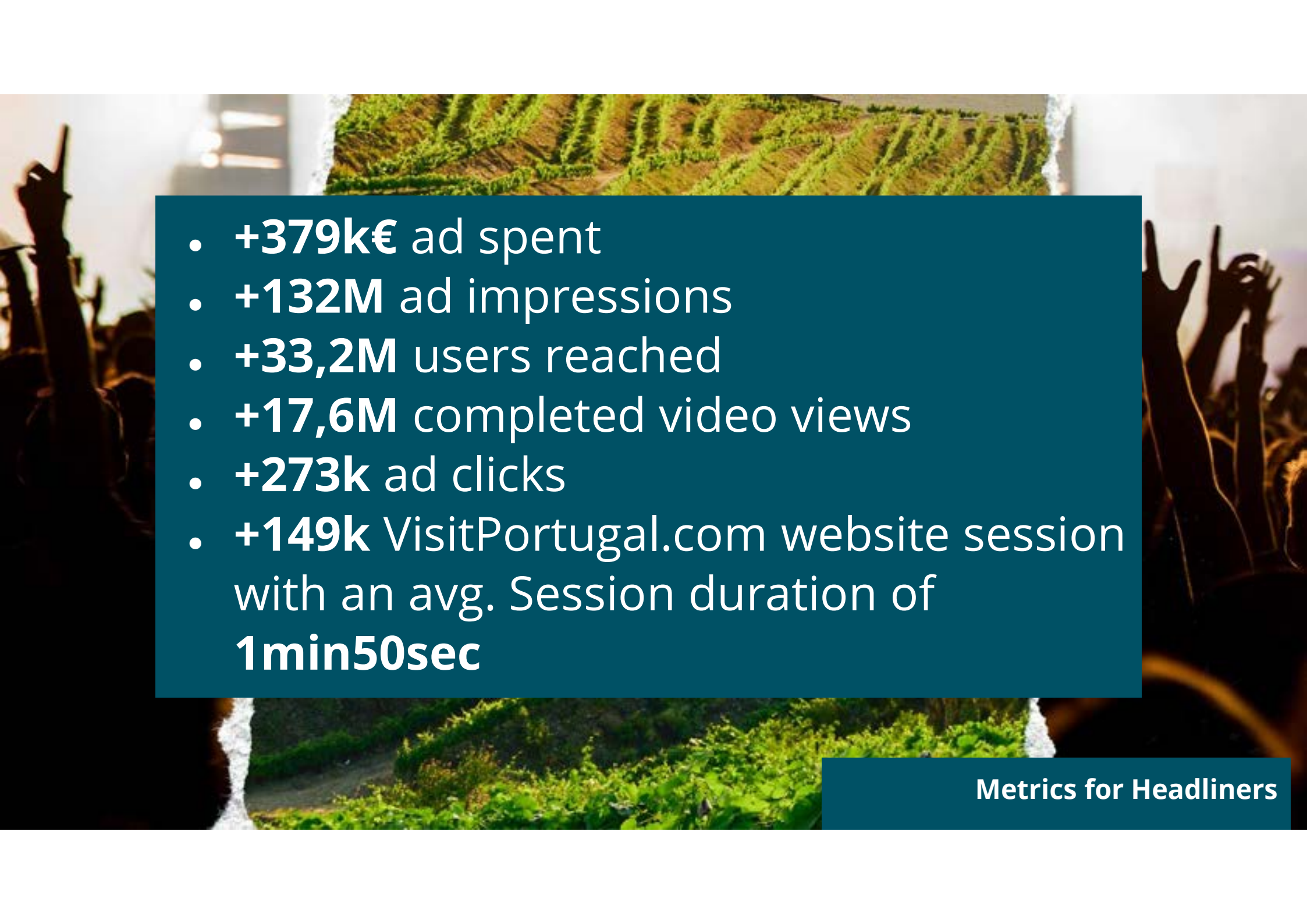
The campaign uses the language and look of a music lineup to show that festivals aren't just events, but immersive experiences powered by the energy of an entire territory. By turning the country into the "headliner," it shifts attention beyond the usual hotspots, encouraging travelers to explore new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



visit Portugal

IS IS  
ART

#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”***



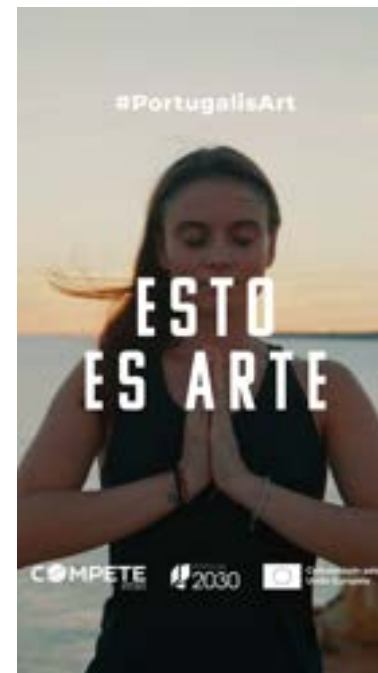
**Architecture**  
*Festivals*



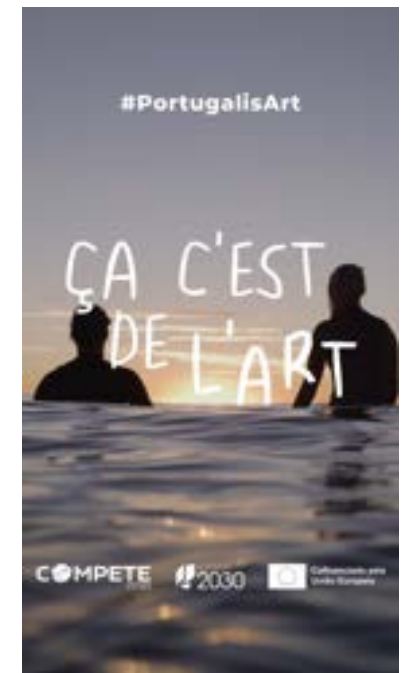
**Craft Art**  
*Wine*



**Modern Art**  
*Gastronomy*



**Religious Art**  
*Wellness*



**Urban Art**  
*Surf*

The background of the slide features a scenic view of a waterfall cascading over mossy rocks. In the foreground, a person wearing a yellow and black kayak is visible on the water. A large, semi-transparent teal rectangle is overlaid on the right side of the image, containing white text.

**+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



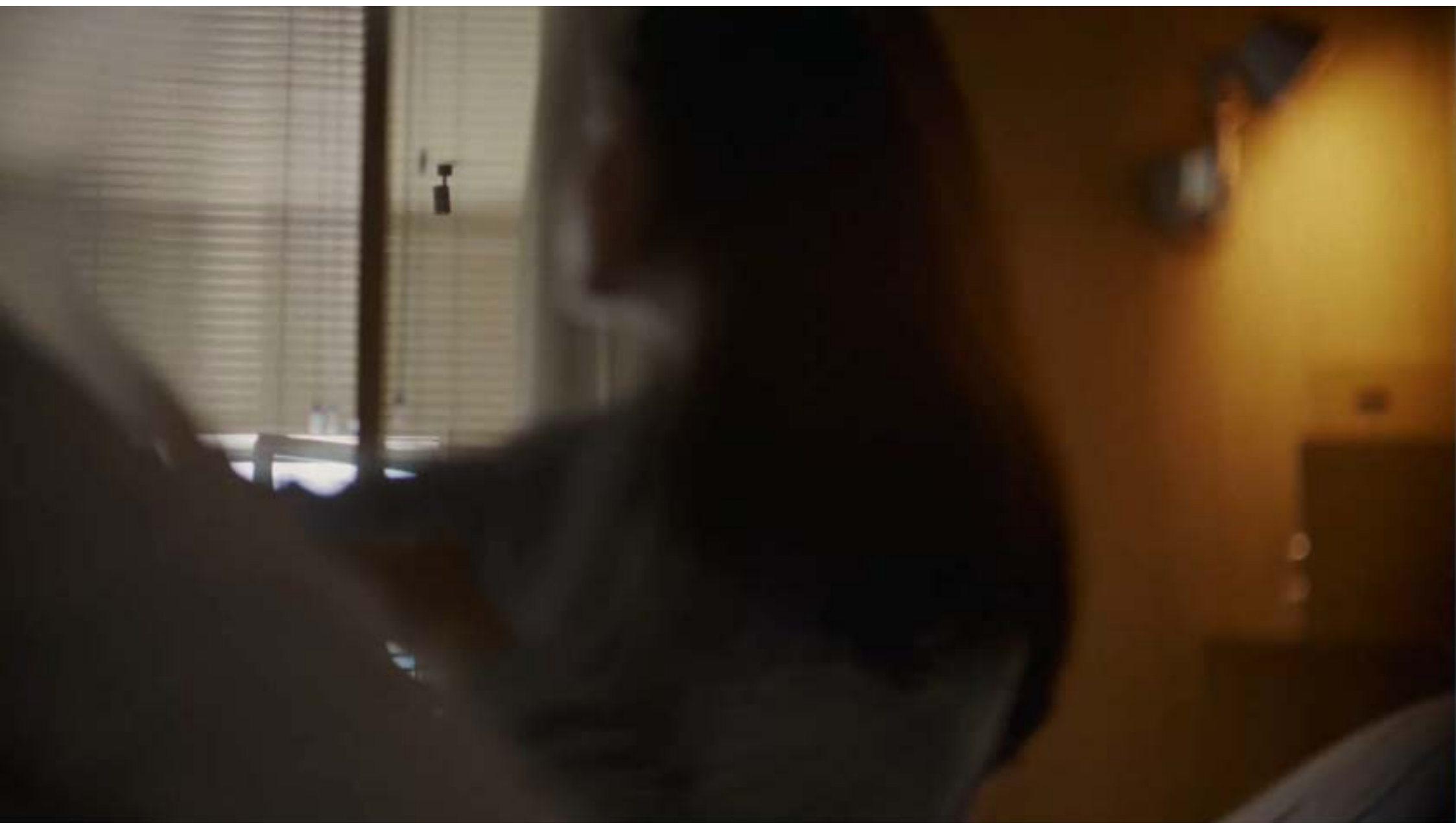
A nighttime aerial photograph of a city square, likely in Lisbon, Portugal. The square is illuminated by streetlights, and a tall, white obelisk stands prominently in the center. Historic buildings with ornate facades surround the square. A large white bus is visible on the left, and several cars are parked or moving in the square. The text "PORTUGAL MEANS BUSINESS" is overlaid in large, bold, white capital letters.

**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!**

# The future is built together





...に  
...の感じ  
...や室内に  
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**TRAVELLER**

# PORTUGAL

2025

HILLTOP TOWNS  
LOCAL FLAVOURS  
CRAFT TRADITIONS  
NATURAL WONDERS  
& MORE





# Thanks!

## Do you have any questions?

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