PLANO TURISMO +SUSTENTÁVEL 20-23

Mais do que um desafio, é o caminho.
MACRO OBJECTIVES

✓ CREATE THE TOURISM OF FUTURE

✓ BUILD A RESPONSIBLE TOURISM SECTOR

✓ CONTRIBUTE TO THE NATIONAL PLAN

“REACTIVATE TOURISM | BUILD THE FUTURE”
5 GUIDING PRINCIPLES

1. Reinforce Tourism Strategy 2027 goals
2. Promote energy transition and circular economy agenda
3. Involve stakeholders in a joint commitment
4. Stimulate a change of behavior
5. Reinforce the role of Tourism in United Nations SDGs

119 Projects
4 AXES
5 GOALS TO 2023

• 75% of tourism establishments with energy efficiency, water and waste management systems

• 75% of tourism establishments that eliminate Single-Use Plastic

• 50,000 professionals trained in sustainability

• 200 international references on Portugal as a sustainable destination

• Clean&Safe – 25,000 members, 30,000 people trained, 1,000 establishments audited
Clean & Safe
launched in April 2020 and renewed in May 2021

- **21 Activities Covered**
- **22,610 Members**
- **33,885 People Trained**
- **+ de 1,200 Compliance Inspections**

the first country to offer the
European Tourism COVID-19 Safety Seal
Position Portugal as one of the most competitive, safe and sustainable tourist destinations in the world through economic, social and environmental development throughout the territory

Leonor Picão
junho 2021