



PRESS RELEASE

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## ANALYTICS PLATFORM FOR THE TOURISM INDUSTRY **NOS LAUNCHES TOURISM INFORMATION PORTAL**

**NOS launches today a Tourism Information Portal, a pioneering platform that brings together statistical information about tourist activity in Portugal. With the support of “Turismo de Portugal”, the project gives access to relevant information about the presence of foreign tourists and forecasts and the demand for Portugal as a tourist destination.**

Over the last few years, the tourism industry has grown in a sustained manner in Portugal, and is currently a recognised international case study. This growth will continue to generate a range of opportunities and challenges, for which answers will be required to ensure a path of structured growth in the future for tourism in Portugal.

It is against this background that NOS today launches the Tourism Information Portal, a platform that presents anonymous and aggregated indicators about tourist activity of foreign visitors in Portugal, in a ceremony attended by the Secretary of State for Tourism, Ana Mendes Godinho, and the Chairman of Turismo de Portugal, Luís Araújo.

According to Manuel Ramalho Eanes, Board Director of NOS, the Tourism Information Portal “fits into the NOS innovation matrix, applied to the strategy of supporting and stimulating Intelligent Cities, strengthening tourism as a critical area for economic development and social cohesion across the whole of Portugal”.

The Secretary of State for Tourism, Ana Mendes Godinho, highlights the fact that this is “an innovative tool for tourism, which enables data to be managed intelligently and, in this way, contributes towards creating new centralities based on recorded data flows, thus decentralizing tourism demand, one of the goals of the “Tourism Strategy 2027”.

The Chairman of “Turismo de Portugal”, Luís Araújo, says that “with this platform, we aim to strengthen Portugal’s positioning as a global innovation and digital development hub in the tourism sector, one of the stated aims of the Tourism Strategy 2027. Within ten years, we want to be recognized as one of the most competitive and sustainable tourist destinations in the world, and, with this partnership, we are on the right track”.



In the version now available, the Portal provides a range of aggregate indicators of tourists visiting a municipality, such as:

**Tourism Pressure** – relationship between monthly tourist inflow and the population resident in a municipality

**Tourism Density** – relationship between monthly tourist inflow and a municipality's geographical area

**Tourist Diversity** – diversity of countries of origin and languages of tourists in a municipality

**Foreign Currency Diversity** – foreign currency diversity in a municipality by country of tourist origin

**“Weekenders”** – tourist inflow at weekends

**Lunch/Dinner Attraction** – tourist inflow at lunch/dinner times

**Overnight Stays** – tourist inflow for overnight stays

The platform is available at (Portuguese version only):

<http://www.nos.pt/empresas/corporate/Pages/portal-de-informacao-turistica.aspx>

### **About NOS**

NOS is the biggest communications and entertainment group in Portugal. It offers latest generation fixed and mobile phone, television, Internet, voice and data solutions for all market segments. It is leader in Pay TV, new generation broad band services and in cinema exhibition and distribution in Portugal. In the business segment, it has positioned itself as a sustainable alternative in the Corporate and Mass Business segments, offering a broad portfolio of products and services with tailor made solutions for each sector and for businesses of different sizes, complementing its offer with ICT and Cloud services. NOS is part of the main Portuguese stock exchange index (PSI-20), and has more than 4.4 million mobile phone, 1.6 million television, 1.7 million fixed telephone and 1.3 million fixed broad band Internet customers. For more information, go to

<http://www.nos.pt/institucional>

### **About Portugal Tourism**

Part of the Economics Ministry, Turismo de Portugal is the national tourism authority responsible for the promotion, enhancement and sustainability of tourism activities, bringing together in a single entity all the necessary institutional skills to achieve this, from supply to demand. Using its privileged relationship with other public bodies and economic agents in Portugal and abroad, Turismo de Portugal is dedicated to fulfilling its goal of strengthening tourism as one of the core growth engines of the Portuguese economy.

For more information, go to: [turismodeportugal.pt](http://turismodeportugal.pt)