



Portugal

Heritage & Culture

And by the way... how to promote it?

Portugal...

One of the oldest countries...

With more than 900 years of History...

With lots of Culture...

... So, let's enjoy the heritage of Portugal!!





**Unesco Heritage
in Portugal**

Material

**Historical
Centers**

Monumental

Landscape

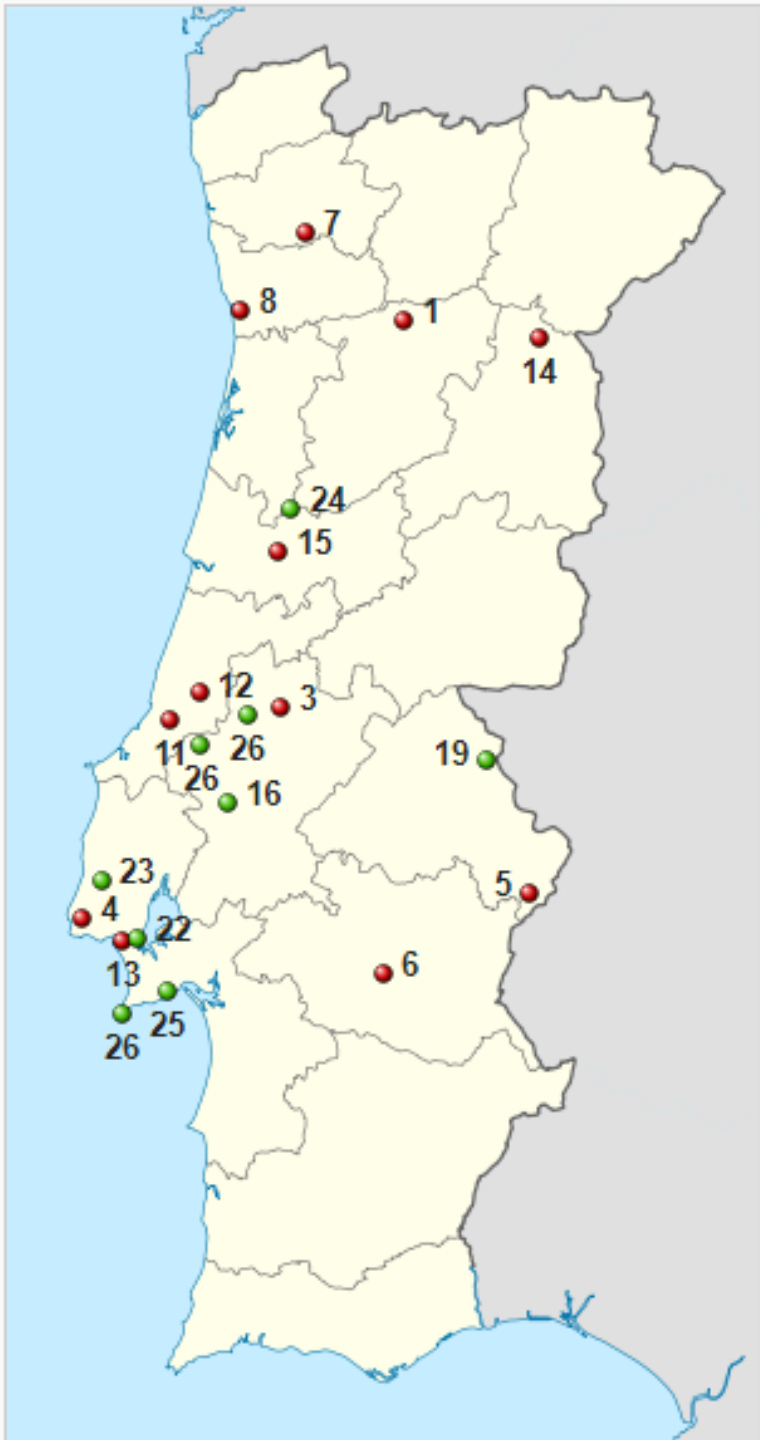
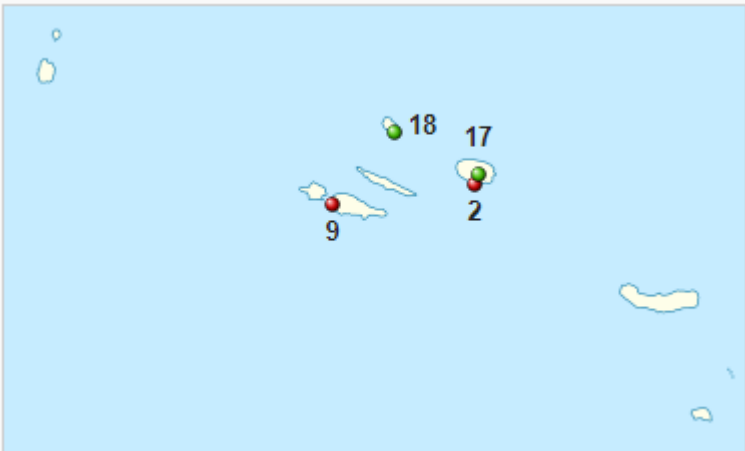
Immaterial

Music

Gastronomy

**Handicraft
(process)**

Unesco Heritage in Portugal



Unesco Heritage in Portugal: Material



Historical Center of Angra do Heroísmo - Azores



Historical Center of Évora - Évora



Historical Center of Oporto - Oporto



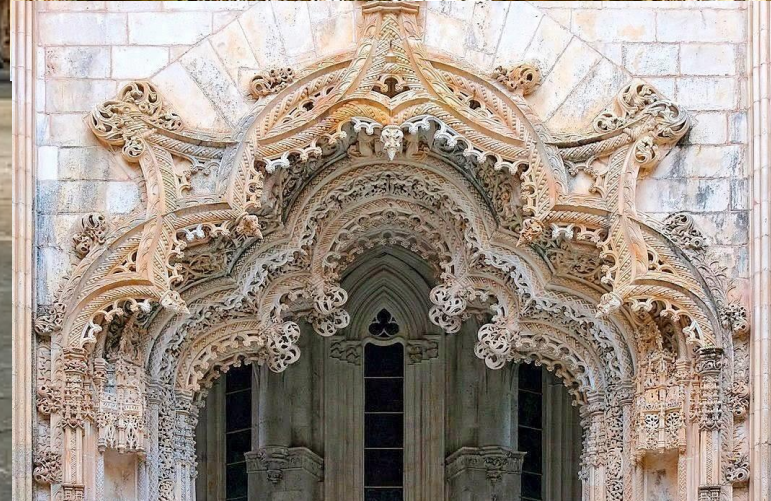
Historical Center of Guimarães - Guimarães



Jerónimos and Torre de Belém - Lisbon



Batalha Cathedral and Monastery - Leiria



Tomar Monastery - Tomar



Monastery of Alcobaça - Alcobaça



Cultural Landscape of Sintra - Sintra



Coa e Siega Verde – Vila Nova de Foz Côa



Landscape of Douro Vinhateiro - Douro



Wine Landscape of Pico Island - Azores



Elvas and its fortifications - Elvas



University of Coimbra - Coimbra



Unesco Heritage in Portugal: Immaterial



Fado - Music



Cante Alentejano - Music



Mediterranean Diet



Falconry



Manufacturing Barro de Estremoz – Handicraft of Clay



Manufacturing Chocalhos - Handicraft of Rattles



Manufacturing Olaria Preta Bisalhães – Handicraft of black clay



How is Portugal promoted as a tourism destination?

PORTUGAL.COME DISCOVER





Acores

Porto e Norte

Lisboa e Vale do Tejo

Centro de Porto

The Message: Diversity & Heritage



**The Message:
Dream & Experience**



visit
Portugal

**The Means/Channels:
Online Advertising**

Online Advertising - Why?

Planning

Visiting

Sharing



Online Advertising

The Sharing!!!



“ *by C. Hansen, from Germany*

It's so easy
to make
people happy

 visit Portugal



“ *by S. Reimre, from the United Kingdom*

I love everything
about Portugal,

 visit Portugal

Online Advertising

The Sharing!!!

Visitportugal
12 Março 2011

"A journey throughout history", Antonio Covato's description of his honeymoon in Portugal. He will never forget "the scent of the wine and cuisine" and coming from an Italian, that means a lot. Portugal will always "live in our memories", says Antonio. He definitely hopes to come back and "revive with our son".



Visitportugal
12 Março 2011

Have you ever been to Portugal? It's a beautiful country with amazing scenery and the most amazing people. Don't miss out on the best of Portugal. We're waiting for you!



Visitportugal
12 Março 2011

Talking about Portugal, Lauren Rodriguez from the U.S.A. said: "It's a magical place to visit". Why? Lauren said "the people are welcoming and wonderful", "the food is amazing" and "the scenery is unforgettable". Thank you a lot Lauren! Come back!



A good webpage is not enough...



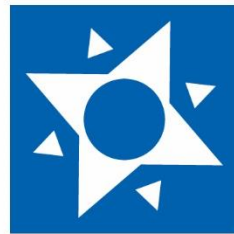
A good webpage is not enough...



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momondo



rumbocom

A good webpage is not enough...

Booking.com

trivago®

 **airbnb**



So...

Reasons to Visit Portugal?

10 are enough?