

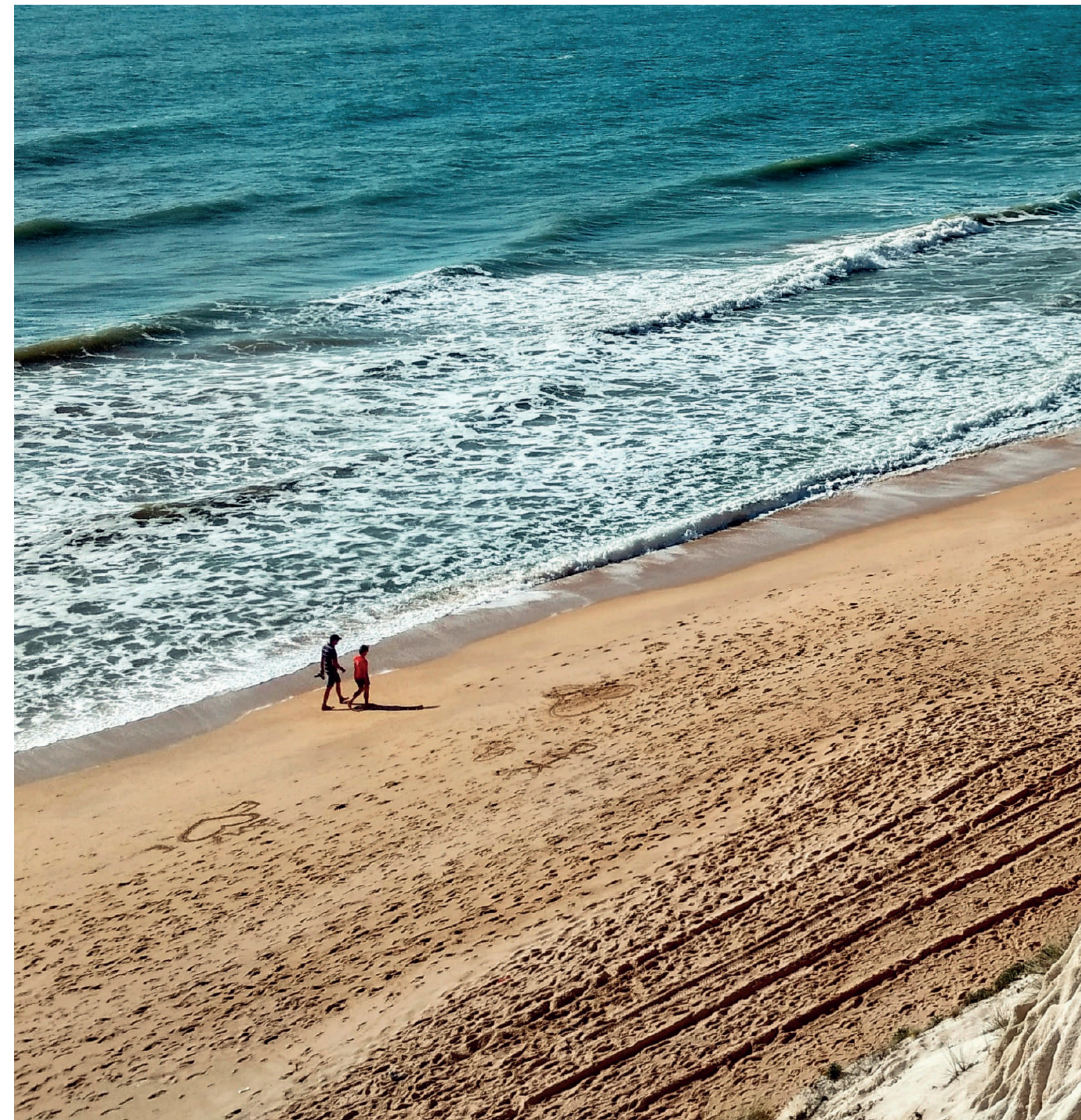
Albufeira, Part of your life!



Executive Version

Strategy for Development,
Promotion and Attraction
of New Tourists

2024 – 2030



2030 albufeira

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The process and the timeline

Albufeira is part of your life! ... the tagline that summarises the strategic positioning.

The 2030 Strategy for Development, Promotion and Attraction of New Tourists presents Albufeira's response to the current challenges, setting out the strategic measures and actions needed for the destination to consolidate its position as Portugal's Best Sun and Sea Tourist Destination, recognised at international level.

Involvement with all the *stakeholders*

2023

May

Planning

June to September

Diagnosis Analysis

October to November

Surveys and Sector
Meetings

December to February

Strategy and Model for
Tourism Development

February to March

Action Plan

2024

April

Public presentation

The Strategy addresses the needs of visitors, residents, local economic agents and tourism operators in the following ways:

- a vision based on seven ambitions;
- a tourism development model committed towards integrated, cooperative and intersectoral efforts;
- a marketing policy focused on the optimisation and segmentation of communication, with a view to reaching audiences with added value;
- an action plan with relevant intervention measures, properly prioritised in time.

Throughout the process of developing the Strategy, which took place between May 2023 and April 2024, contacts were made and various meetings were held - both face-to-face and online - with the various players in the destination, both public and private, with the aim of listening to their perceptions about the sector.

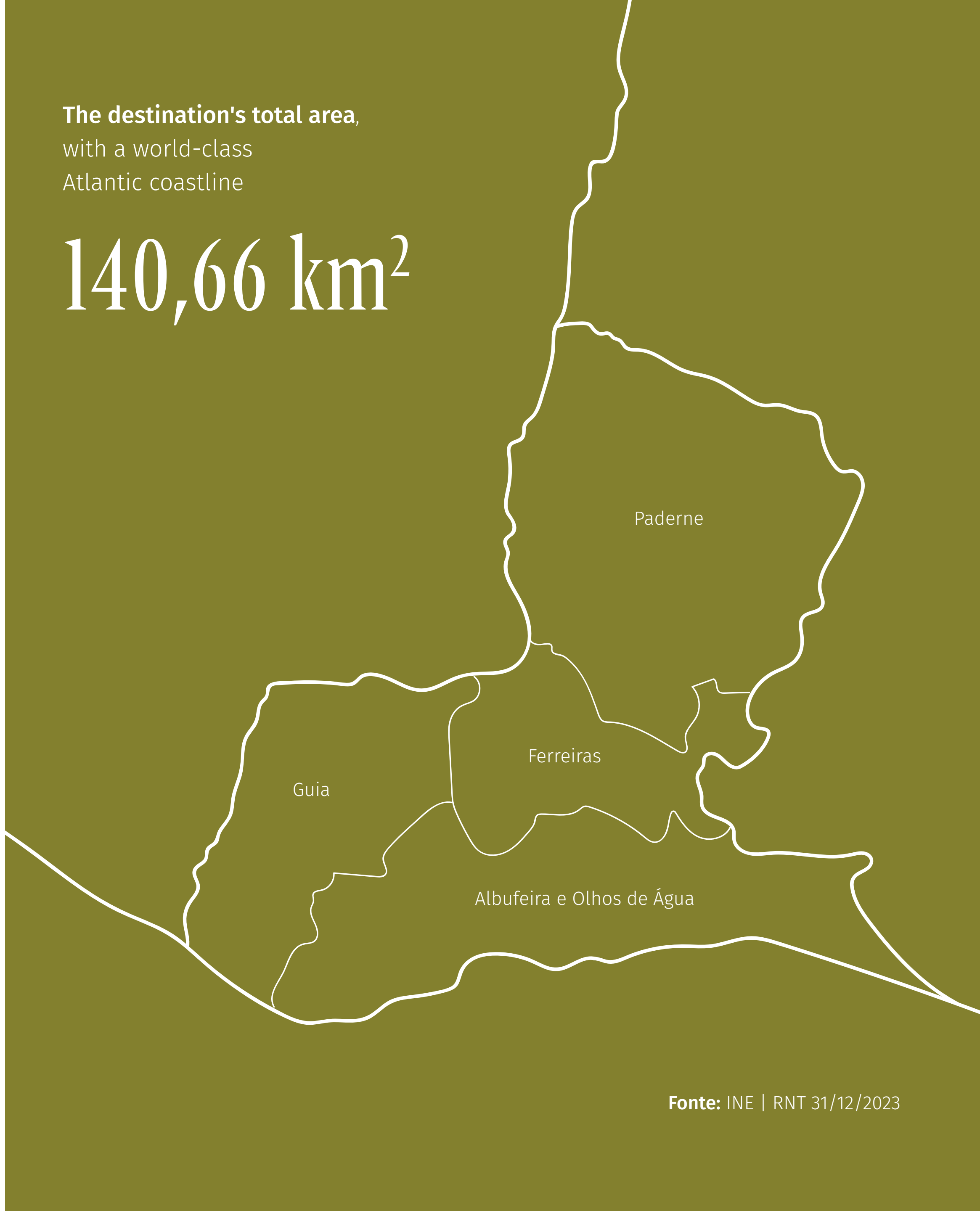
The new Strategy launches a new phase for tourism in Albufeira.

The starting point for
a new phase of tourism
in Albufeira



The destination's total area,
with a world-class
Atlantic coastline

140,66 km²



Fonte: INE | RNT 31/12/2023

A unique territory. A top quality tourist offer.

With 44,000 inhabitants and a strategic location within the Algarve, just 30 minutes from Faro Airport, Albufeira is a unique, established sun and sea tourist destination with more than 60 years of history, recognised worldwide and which concentrates the Algarve's largest premium offer, with a superior quality of service.

158 holiday resorts, 55% of which are 4 or 5 stars

9.800 local accommodations, with capacity for 38,000 tourists

263 tourist animation agents, 182 travel and tourism agencies and 949 food and beverages establishments



A diverse tourist offer, with the 'Sun and Sea' and its beaches as Albufeira's main tourist product.

Due to its proximity to the sea, Albufeira offers a wide variety of restaurants where fish and seafood are the main ingredients of local recipes. The destination has a restaurant with 2 Michelin stars.

Tourism results that reveal the importance of charting a new phase for tourism

In the post-pandemic period, Albufeira has recorded similar or lower results in some indicators compared to the recent past. What stands out, however, is the positive evolution in the indicators that assess tourism's economic performance.

Alongside these results, those recorded in local accommodation with fewer than 10 beds should also be taken into account.

7.78_M

▼ **Overnights 2023**
-9% compared to 2019

1.71_M

▼ **Guests 2023**
-2% compared to 2019

4,5 nights

▼ **Average Stay (2023)**
-8% compared to 2019

51,9%

▼ **Occupancy Rate (2022)**
-3.3p.p compared to 2019

41,5%

▲ **Occupancy Rate (2023)**
-1.1p. compared to 2019

64,7€

▲ **RevPAR (2022)**
+9.8€ compared to 2019

486_{M€}

▲ **Total Revenue (2022)**
+12% compared to 2019

331_{M€}

▲ **Room Revenue (2022)**
+5% compared to 2019

Our stakeholders emphasise the opportunity and the need to follow a new path

After a thorough assessment, we recognise that although we are a safe destination, with a high-quality offer and world-class resources, where tourism plays a key role in the economic and social dynamics, we face challenges that are reflected in the overall image of the destination and in the satisfaction of our residents and economic players.

Note: Surveys carried out between the 17th and the 29th of October 2023 (Residents and Economic Agents) and between the 25th of October and the 6th of November 2023 (International Operators).

89%

of our residents ...

believe that tourism is crucial to Albufeira's economy and for job creation.

However, only **20%** agree that the majority of current tourists respect residents and adopt civic behaviour when visiting Albufeira.

76%

our economic players ...

believe that in the last 10 years there has been a change in the profile of Albufeira's tourists, who are now less involved in local culture, spend less and are less concerned about preserving natural resources.

52% claim to be dissatisfied with the civic behaviour of the majority of tourists Albufeira receives.

85%

of international operators who sell Albufeira...

consider Albufeira to be a safe destination, the second best rated element after the quality of the beaches (90 per cent).

55% however, believe it is important for the destination to find solutions to combat seasonal business closures.

The challenges for our strategy

We want a renewed brand awareness of Albufeira

The current image and perception of Albufeira as a mass tourism destination with some excesses associated with nightlife is one of our main challenges.

In this context, the current strategy identifies solutions to reverse and demystify the current situation, which does not correspond to the reality of the destination, but harms its presence in strategic markets and segments.

We want to work towards mitigation of seasonality

Seasonality is one of the main challenges faced by Albufeira's tourism development.

Albufeira's main product is the sun and sea, which has its peak season in the summer months.

The solution lies in structuring a tourist offer that guarantees demand throughout the year and allowing a stabilised labour market in the municipality, which is affected by seasonal tourism.

We want to distribute tourist flows throughout the territory

Tourism activity in the destination is mostly concentrated in the parishes of Albufeira and Olhos de Água, being desirable a more evenly distribution across the territory. A more balanced distribution of tourist flows guarantees the sustainability of the destination and reduces tourist pressure in areas with compromised carrying capacities.

We want to diversify markets, consolidating strategic segments

The destination's main market is the United Kingdom, and it is highly dependent on it.

In this context, from a long-term sustainability perspective, it is imperative to implement measures that involve investing in the diversification of markets with demand motivations aligned with Albufeira's wide-ranging offer, available all year round.

We want the community to be sustainable and involved in decision-making

We want to closely involve the local community in the tourism development process.

We need to ensure that residents, as well as being involved in the tourism of the tourist experience, recognise the direct and indirect benefits of tourism, both economic, social and/or cultural.

What we want
for the future
of Albufeira



Maximising our differentiating assets.



We are an experienced destination

We are a mature destination, with decades of experience, a very broad national and international reputation and with a high capacity for building customer loyalty.

We have a wide range of quality entertainment

We have a wide range of nautical, sport and cultural activities, which rely on the support of highly experienced companies and professionals, an essential factor for guaranteeing maximum safety.

Our heritage is unique

From the interior of the destination to the Atlantic, we have a cultural and natural heritage with unique characteristics that differentiate us from the regional and national offer.

We have a Premium Offer

It is here that one finds the largest concentration of 5-star accommodation in the Algarve and a wide range of restaurants with top quality concepts.

We have a vibrant night

Nightlife is part of Albufeira's DNA. Here you'll find some of the best and most sought-after nightspots in the Algarve, with programmes to suit all tastes - from *sunset* to *after dinner*, until dawn.

We are a place where hospitality prevails

Albufeira is all about excitement, but it's also about escape, relaxation and socialising. It's a "*family friendly*" destination in the truest sense of the word - visitors are made to feel very welcome and cared for.

Our beaches are unique

Albufeira has some of the best beaches in the world, which are recognised for combining natural beauty with excellent facilities.

The sun is part of our image

Regardless of the season, the sun and the pleasant temperatures are part of the brand image of the Algarve, and Albufeira.



We want to achieve an
international positioning
that reflects our vocation.



Albufeira,
Part of your life!

Because those who visit Albufeira return (countless times)

Albufeira is one of those destinations that doesn't end with a visit. It creates a relationship with its visitors that makes them leave with the certainty that they will return very soon. Being in Albufeira becomes an important part of the lives of the people we host.



1st roadtrip to albufeira

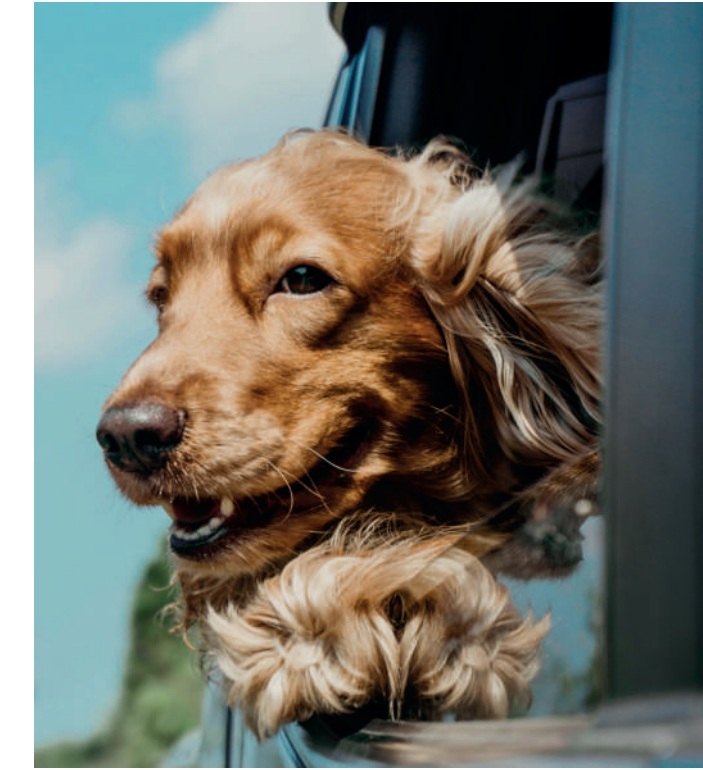
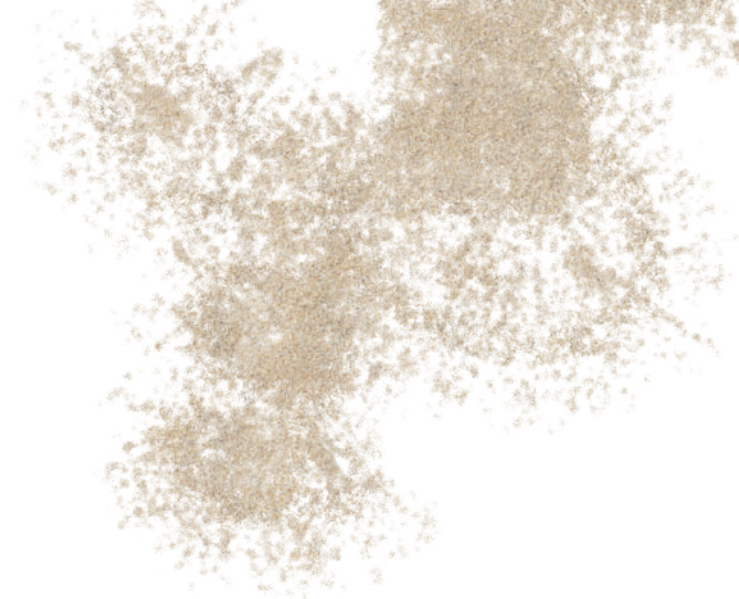


where we meet

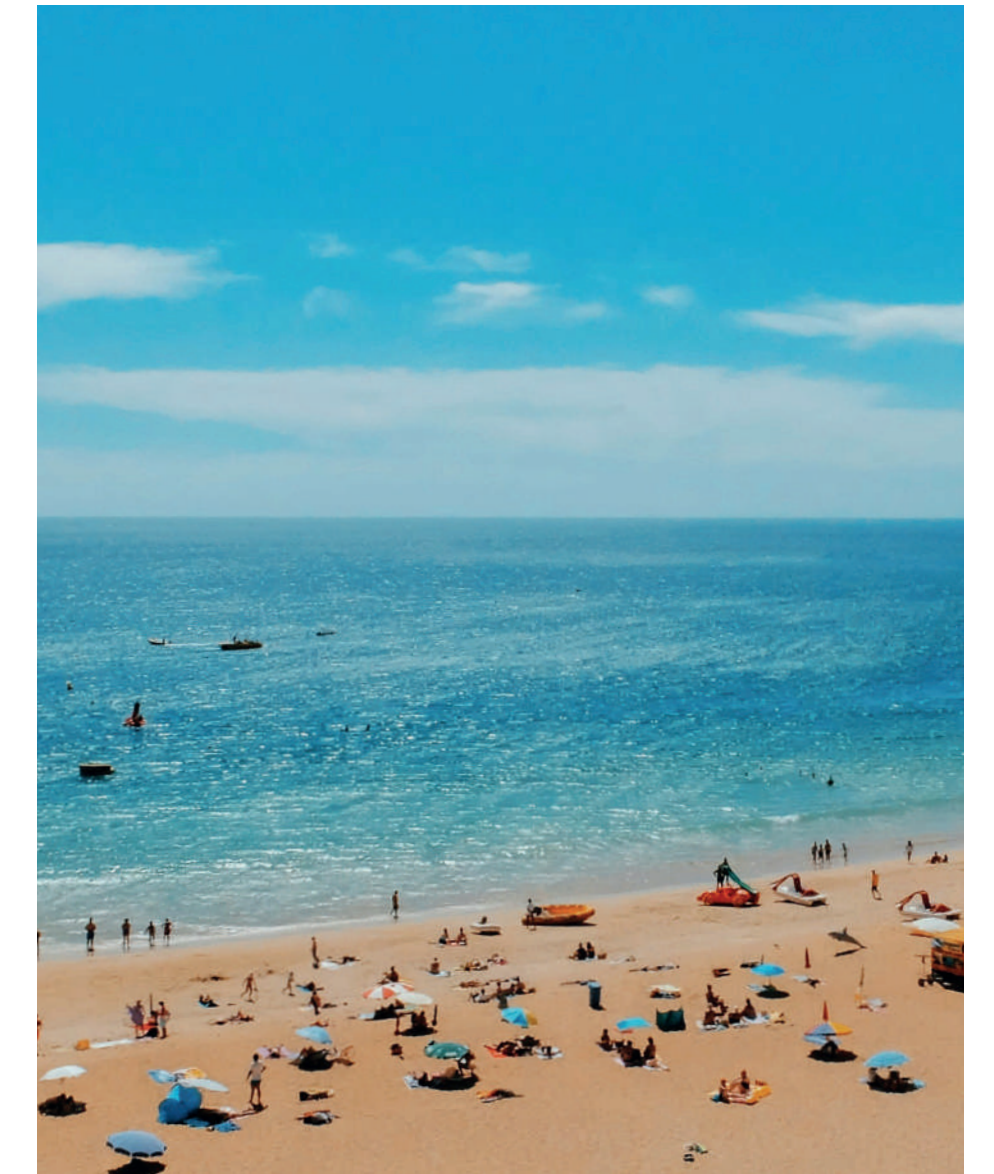
Because here, we recharge

Albufeira is the ideal choice in Portugal for anyone looking to get away from the stress of everyday life and to recharge, with countless days of sunshine, whatever the month of the year.

Whether it's for a few or several days, it's the break one needs to return to the normal routine invigorated.



where we feel at home



another day at the beach



the family lunches



Joana and her mum at the beach

Because we are part of the history of several generations

Since the 1960s, we have been a favourite destination for many families and friends. Children have been here, who became parents and are now grandparents. We create a strong bond with those who visit us, based on sharing and delivering quality. We are the scene of unforgettable days that we want to be repeated over and over again. Albufeira is part of your happiest memories.



when we fall in love



holiday house



Because we are a second home for those who fall in love


It's easy to fall in love with Albufeira. For its climate. Its beaches. The vibrant atmosphere you feel here. No matter how many times you visit, when you fall in love, you want to be a part of it.

To live here. Forever.

We have a Vision based on 7 ambitions:

1. To be the **best** tourist destination in Portugal, **with a high-quality offer throughout the whole tourism value chain.**
2. To be the tourist destination of **choice** for **Europeans**, for *short or long breaks* of **sun and sea, with pleasant temperatures, all year round.**
3. To be internationally recognised for our beaches **and for offering differentiated tourist activities.**
4. To be a leading destination **for nightlife entertainment in Portugal**, with differentiated environments to respond to the demands of the different market segments.
5. To be the national destination with the greatest capacity to **train and retain the best professionals in the tourism sector.**
6. To be an **active and mobilising agent in the implementation of measures to combat climate change** by protecting natural resources.
7. Maintaining a **two-way flow of communication/information/awareness-raising** between the **municipality, residents, entrepreneurs and tour operators** in the process of developing and managing the destination.





We defined 6 strategic
objectives that will guide
our actions until 2030.

01.

Reversing/demystifying the generalised image of Albufeira as a mass tourism destination

02.

Organise the offer into tourist clusters, meeting the profile of visitors that each one has the potential to attract.

03.

Creating the market conditions that allow each tourism clusters to remain dynamic all year round.

04.

Reduce dependence on the British market, increasing the attraction rate of markets with growth potential.

05.

Generating economic and social value through tourism - retaining residents and developing and attracting qualified HR.

06.

To elevate Albufeira to an international benchmark as a sustainable tourist destination.

We are committed to 6 strategic goals to be achieved by 2030.

Goals 2030

Reach a **seasonality rate for overnights of 38%**.

2022¹ – 45%

Reach **100€ in RevPAR**

2022¹ – 65€

Increase **to 8% the share of overnight** stays from level 2 strategic markets .

2022¹ – 4%

Achieve a **tourist satisfaction rate of 90%**.

2022 – not available

Ensure that **75% of residents** recognise that the tourism benefits surpass the negative impacts.

2023² – 31%

Certify Albufeira as a 'Sustainable Tourism Destination' by a standard accredited by the GSTC and the EU.

2024 – non-certified destination

Note: For Albufeira to achieve the 2030 targets, the critical success factors in the full Strategy must be ensured.

(1) – Reference value 2022, source INE; (2) - Reference value 2023, source Residents' Survey (2023) organised as part of the Strategy.



Our tourism development model



We have defined a Development Model, based on 7 basic principles that must be operationalised with the same level of importance and which presuppose an improvement in the quality of life of the local community.

Segmentation

To adapt the destination's offer to visitors' profiles, periods of visit and motivations for travelling, promoting the destination (and its different products) in a strategic and targeted way.

Quality

To promote the improvement of the quality of the offer and demand, in a continuous and transversal manner, throughout the entire destination, also evaluating success through qualitative criteria and tourism performance metrics.

Sustainability

To promote the conservation of natural resources and enhance local culture, ensuring that tourism development does not compromise the nature, authenticity and cultural heritage of Albufeira.

Innovation

Continuously seek to implement the process of innovation in the destination, to improve business efficiency, the tourist experience and the sustainable management of Albufeira.

Cooperation

To establish solid partnerships between the various stakeholders, including government, regional entities, the private sector, local organisations and the community, to promote a united and coherent approach.

Rigour and Transparency

Acting in a strategic, transparent, transversal and equitable manner to ensure the adoption of mobilising measures in the destination to increase the quality of the offer and tourism demand.

Monitoring

Monitoring and evaluating the destination's performance, changes in the tourism market and changes in consumer behaviour, in order to support and qualify decision-making and prioritise measures.

The Tourism Development Model is based on two interdependent dimensions:

Dimension I – Qualifying the Destination's Infrastructure

Dimension II – Qualification of the Tourist Offer and Promotion

Both dimensions will be tackled in an integrated manner, establishing a strategic articulation between the public and private sectors, in a collaborative commitment.



Under Dimension I, we will implement measures to improve and positively impact Albufeira's infrastructure, a crucial factor for the development of tourism.

We realise that the evolution of tourism in Albufeira is directly connected to the improvement of the territory's infrastructure from a material and management perspective.

To this end, there has to be a common, concerted effort between the public and private sectors to ensure that the infrastructure and all the resources - human, financial, material and technical - are guaranteed and available throughout the year, especially during the peak season.

Note: The global strategy document presents the guidelines and priority measures for each area.



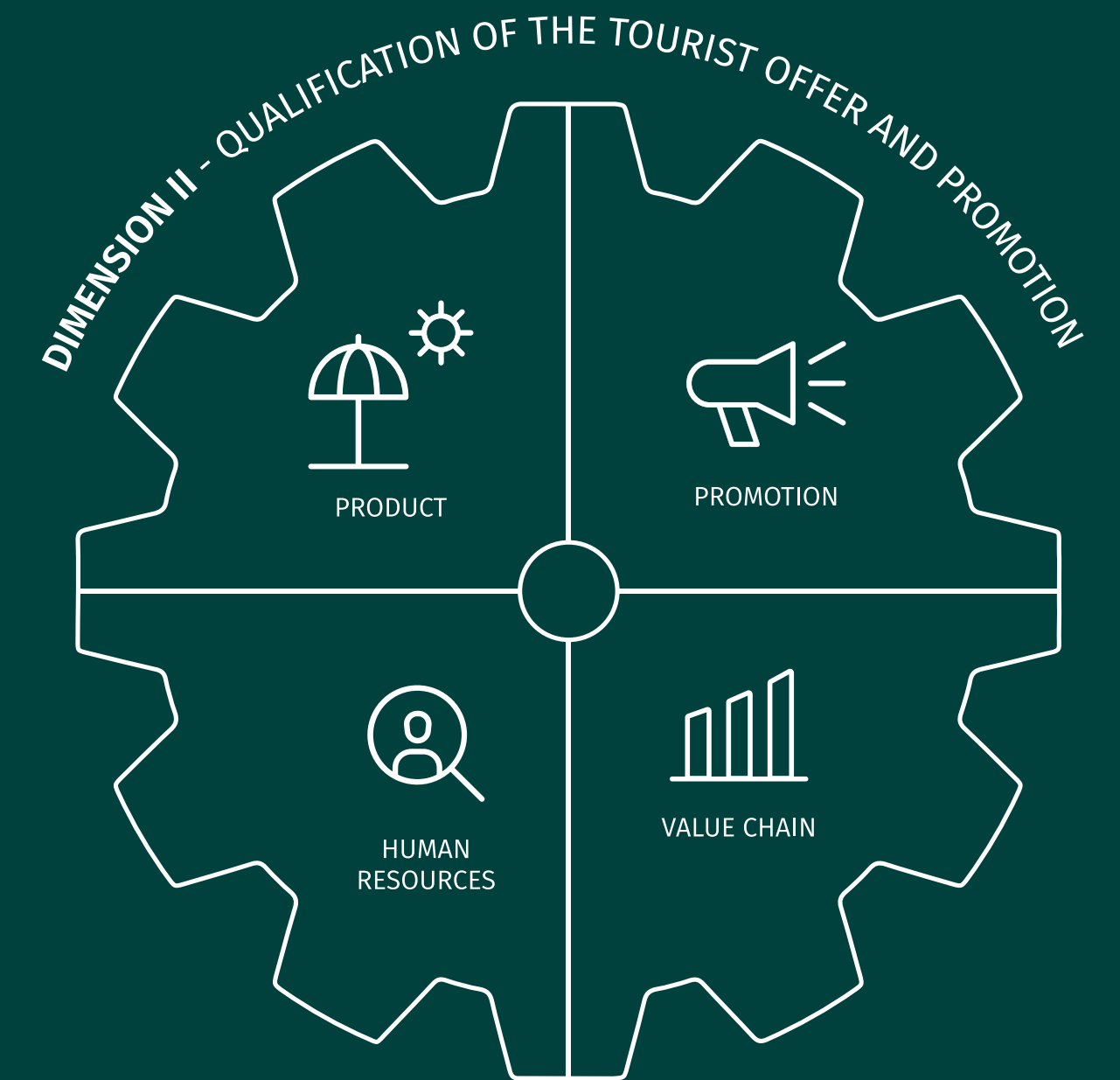


In Dimension II, we will work towards the continuous qualification of the destination's in its various components, recognising local economic agents as strategic partners in the process.

We recognise the qualification and diversification of the tourist offer as a vitally important measure for reaching new markets and segments that are likely to consume the experiences that Albufeira can offer all year round, which could help to reduce the seasonality rate to levels that do not compromise employment and the success of local businesses.

In this context, the innovation of tourism companies and the ability to attract, train and retain excellent professionals are priorities that we are taking on board in order to continually qualify the destination.

Note: The global strategy document presents the guidelines and priority measures for each area.



In order to operationalise the Destination Development Model, a Management Structure will be put in place (DMO – *Destination Management Organization*).

The DMO will have a professional structure dedicated exclusively to the management of the destination, reinforced with technical and market knowledge, capable of:

- Evaluate and implement changes, whenever necessary, to the promotion and product organisation policies;
- Collaborate and maintain a close relationship with economic agents and the main local and regional tourism organisations and associations.
- Actively contribute to decision-making on matters directly and indirectly related to tourism, at local and regional level.



Our Priorities



"Sun and sea" will continue to be our main product, but we want to evolve into a multi-product culture.

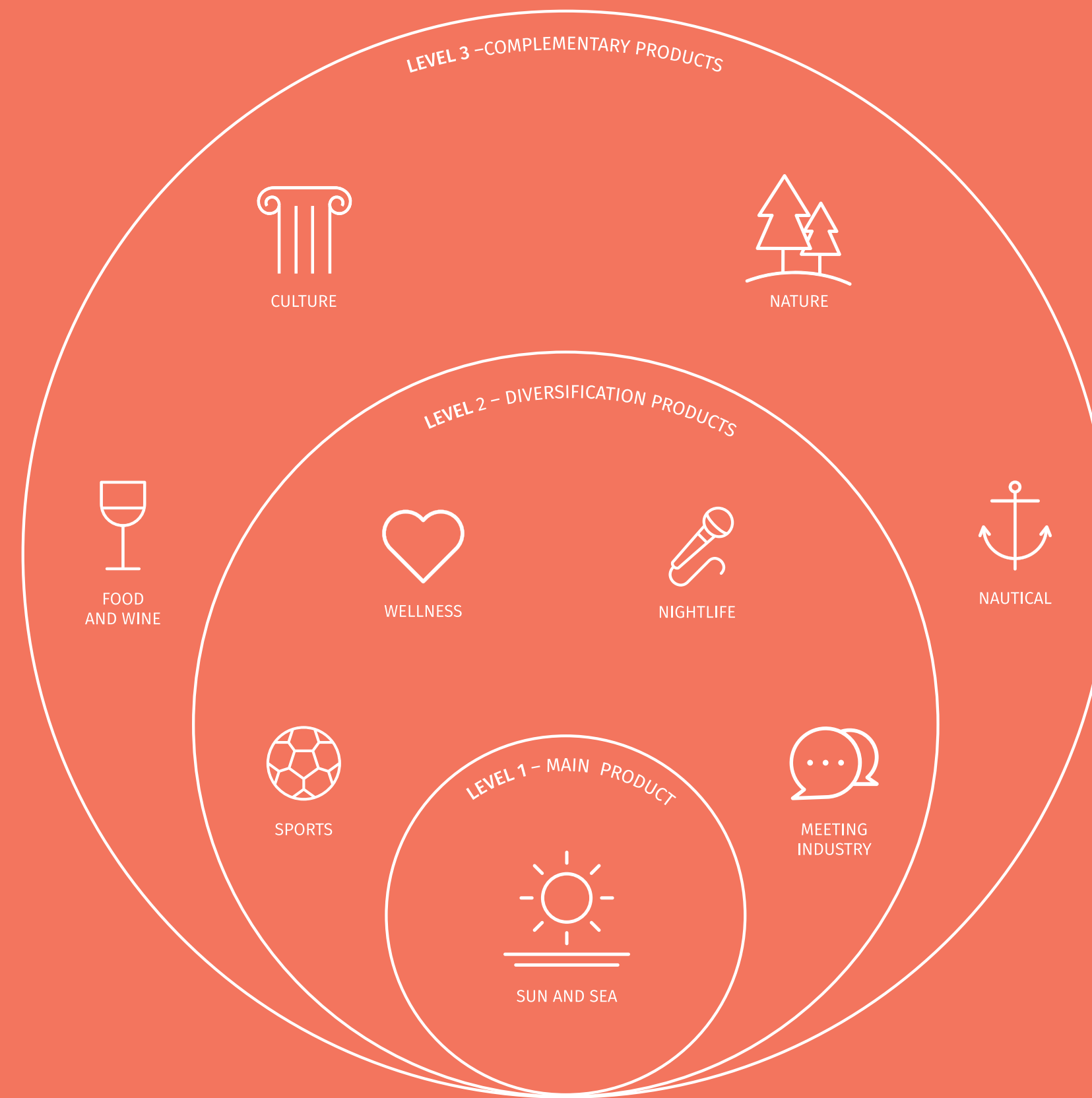
With this in mind, we have defined 9 strategic tourism products that will be worked on according to their degree of maturity, ability to attract qualified tourists and competitiveness in the market.

In order to act in an organised manner, we have prioritised the Tourist Products into 3 levels of commitment:

Level 1 – Main product

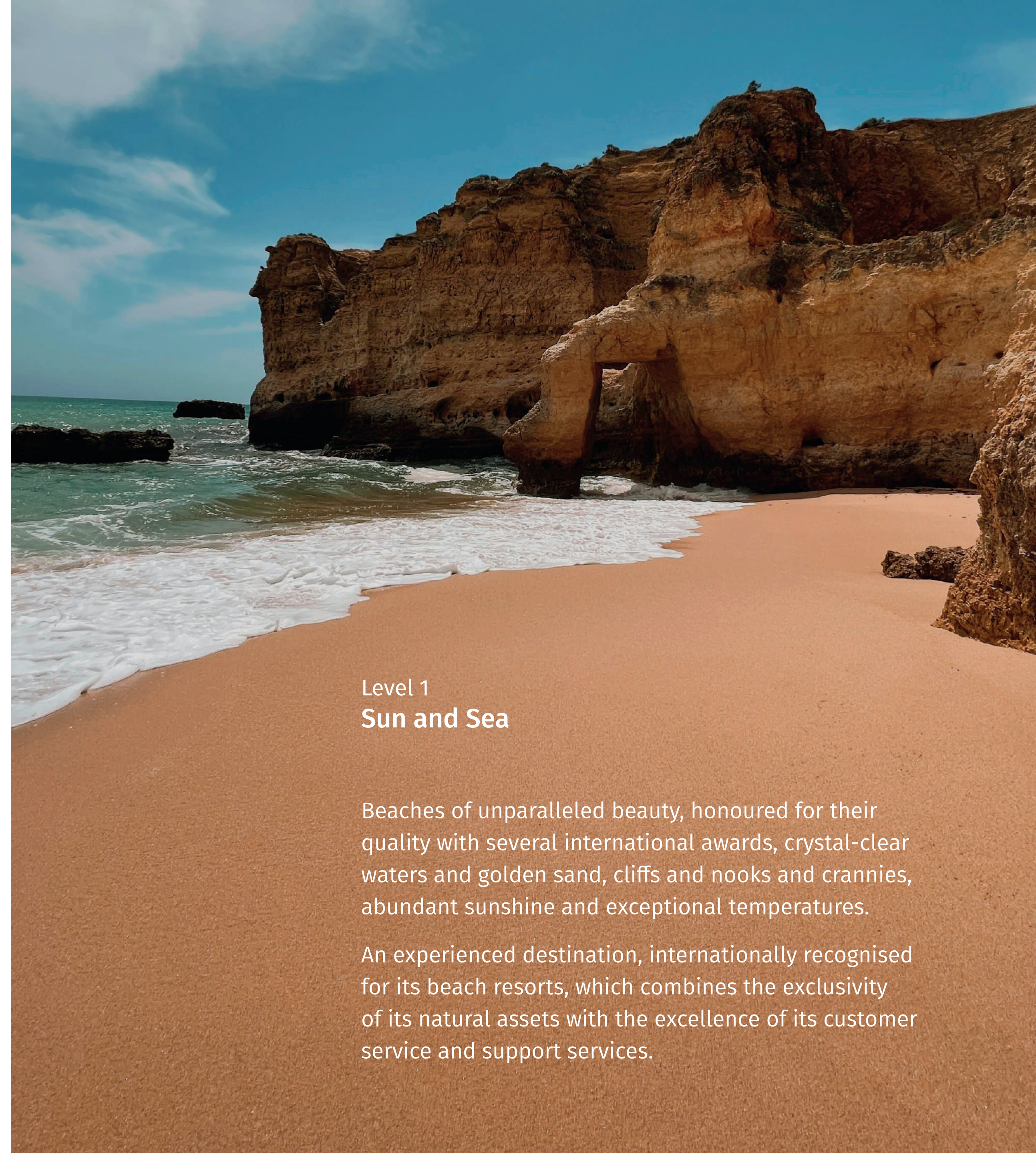
Level 2 – Diversification products with high development potential

Level 3 – Complementary products with moderate development potential



We have defined the positioning of each of Albufeira's strategic tourism products, projecting how we want the market to recognise us.

Note: In the overall strategic document there is a characterisation sheet for each Tourism Product.



Level 1 Sun and Sea

Beaches of unparalleled beauty, honoured for their quality with several international awards, crystal-clear waters and golden sand, cliffs and nooks and crannies, abundant sunshine and exceptional temperatures.

An experienced destination, internationally recognised for its beach resorts, which combines the exclusivity of its natural assets with the excellence of its customer service and support services.



Level 2 Nightlife

Memorable and relaxed evenings, where fun is always guaranteed and prepared to meet all tastes, in a safe and healthy environment.

A destination that is committed to innovating its offer, seeking to bring novelty to visitors season after season.



Level 2 Sports

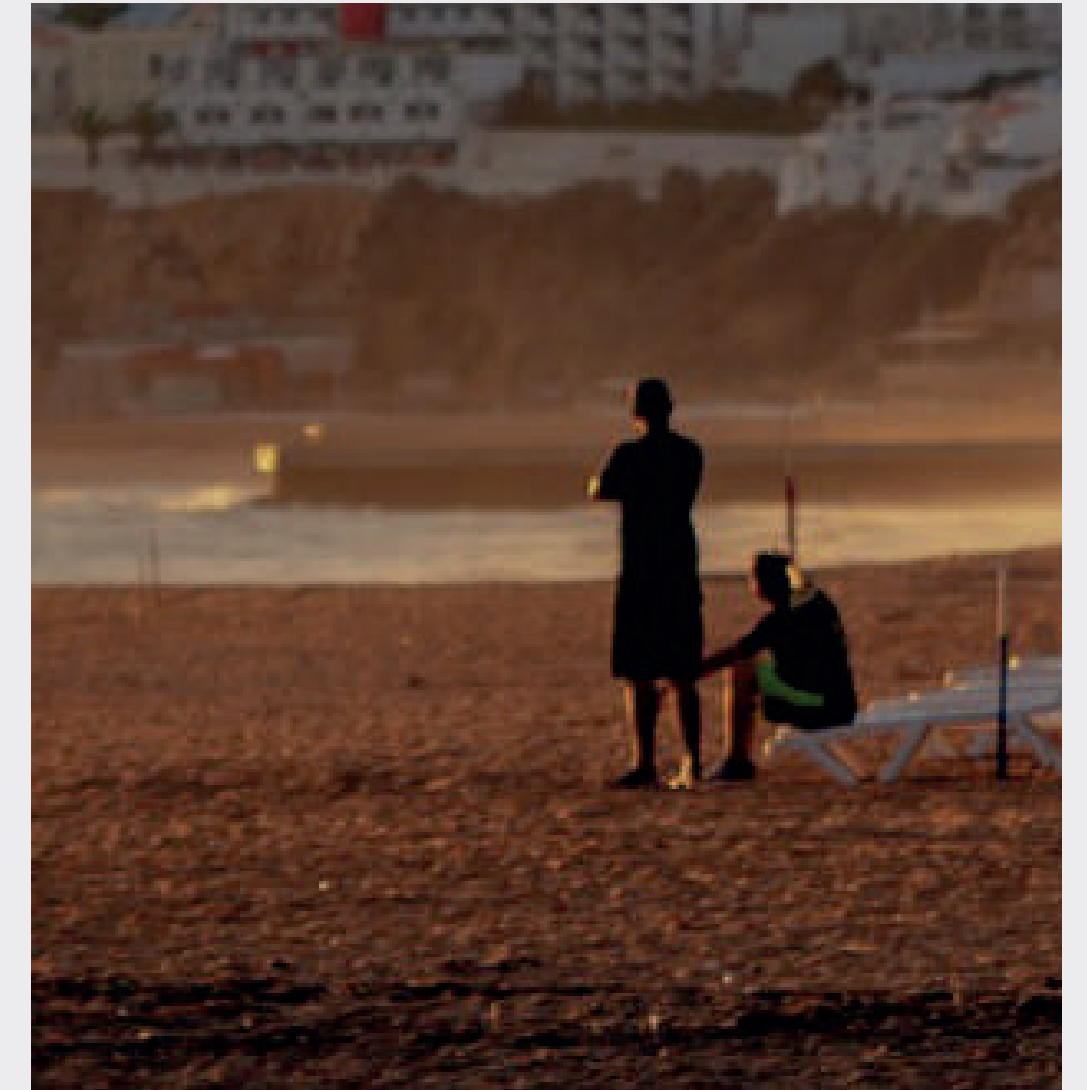
Albufeira is a top destination for sporting events and professional sports training programmes, all year round, with excellent weather conditions and facilities, capable of catering for large groups. From golf to cycling, pavilion sports to outdoor sports, Albufeira offers a high quality range of activities with support infrastructures well prepared.



Level 2 Meeting Industry

A world reference for holding national and international corporate events, with premium venues and reception infrastructures, experienced professionals and technical teams and an exceptional climate all year round.

A destination close to Faro Airport, with excellent access and a wide range of gastronomic, cultural and leisure options.



Level 2 Wellness

A destination to relax and recover physically and mentally at any time of the year.

A destination that concentrates the best hotels in the Algarve, with equipment and professionals to ensure quality treatments that, together with the natural surroundings, allow you to recover to your full potential.



Level 3 Culture

A destination with a rich cultural offer, where it is possible to interact with the community's historical roots and local traditions.

A destination that promotes and welcomes the installation of contemporary and innovative artistic concepts with the capacity to raise the quality of the experience.

A destination with a wide range of leisure and cultural events throughout the year.



Level 3 Food and Wine

A destination with a rich gastronomy, sea and land based, combining the freshness of local products with the secret of algarvian flavours.

A territory that concentrates some of the world's best award-winning restaurants and a wide range of other gastronomic concepts of a global nature, meeting the different motivations and desires of visitors.



Level 3 Nature

An undiscovered nature destination, a UNESCO World Geopark, with a great diversity of geosites and ecosystems, distinctive habitats, with a considerable number of endemic species of high conservation value and scientific interest.

Albufeira offers a unique experience of contact with a very particular nature, characterised by long, hot summers, mild, short winters and a high number of hours of sun.



Level 3 Nautical

A sea and coastline of unique beauty, with exceptional conditions and temperatures for water sports all year round.

A destination that is home to some of Portugal's largest and most experienced nautical tourism companies, which promote marine life respect and encourage eco-conscious tourism activities.

We are going to maintain and strengthen our close relations with the markets that represent Albufeira's tourism dynamics and encourage the growth of others with the potential to diversify the spectrum of publics with interests and motivations that coincide with our tourism vocation.

Note: The analyses justifying this prioritisation are available in the overall strategy document.

Priority Markets	60% of the effort	Level 1 - Priority Consolidated markets, with a history of qualified and structural demand for Albufeira's tourism dynamics.	United Kingdom Ireland Netherlands Spain	Portugal Germany France
Markets Complementary	25% of the effort	Level 2 - Reinforce Markets with a presence in the destination, with high margin for growth and which can add value to Albufeira's tourism dynamics.	Canada Denmark Norway	U.S.A. Sweden Finland
	10% of the effort	Level 3 - Maintain Markets with a presence in the destination, but with little margin for growth.	Belgium Poland Brazil Luxembourg	Switzerland Italy Austria
Secondary Markets	5% of the effort	Level 4 - Explore opportunities Markets with little expression, but with high growth potential, in a logic of diversification.	Czechia Latvia Romania	Estonia Lithuania Hungary

The promotion strategy aims to attract visitor segments with profiles that are in line with Albufeira's positioning and vision for tourism.

Note: The characterisations (personas) of the 12 generic main segment profiles are available in the global strategy document.

High-value segments – Specific Profile

Looking for sun and beach destinations of recognised quality, with high added value, that are safe, with warm/smooth temperatures all year round (higher than in their countries of residence), who appreciate and look for experiences and activities beyond the beach, are sensitive to local cultures and are concerned about preserving the natural resources of the places they visit.

Generic Profiles

Travellers on 'school breaks'

Couple 'friends' travelling

Multigenerational families

Groups of friends

Active pensioners

Solo couples

Travellers on *wellness* retreats

Athletes in pre-season

Recreational athletes

Bleisure professionals

Digital Nomads

Repeat visitors



We will be taking the position that we don't want tourists whose profiles compromise Albufeira's strategic positioning and who put our global image and the well-being of our residents at risk.

Segments not to be valued - Specific Profile

Looking for low-cost destinations, short stays (less than 3 nights), with the sole motivation of having fun, without cultural motivations, not very sensitive to local life and interaction with residents.

Generic Profiles

Stag groups

Student trips

How we will
communicate



We're going to adopt a communication strategy that combines direct promotion to the end consumer and intermediated promotion, in a 50/50 approach.

This approach will allow us to interact directly with new potential consumers, while also making it easier for tour operators to reach new audiences and increase their market share.

25%

Direct communication with the consumer

75%

Intermediated Communication

50%

Direct communication with the consumer

50%

Intermediated Communication

Current Model

- Little intervention in market segmentation;
- Difficulty in influencing the visiting process/behaviour;
- Excessive dependence on the work of the tour operators in marketing the destination.

Model to be Adopted

- More possibility of intervening in the segmentation of tourist flows;
- More flexibility to adjust communication to the profile of the tourist;
- Less exposure to possible commercial changes by the operator.

Accomplished, above all, with the reinforcement of Albufeira's presence on digital channels.

We will endeavour to increase our ability to communicate directly with the consumer, with greater autonomy and to engage directly with the segments we want to reach.

Note: The global strategy document contains guidelines for communicating with tourists in the markets of origin and at the destination.

The Strategy must be implemented through direct action at two stages:

Communication in the markets of origin

At the source, we will promote Albufeira, promoting its integrated offer to strategic segments in the main markets, stimulating the desire to travel to the destination.

Communication at the destination

When visitors are already in Albufeira, we will pass on useful information, make recommendations, interact and establish proximity.

The communication strategy aims to strengthen our presence on digital channels, with content that is optimised and aligned with the various platforms.

Note: The global strategy document contains the guidelines for the digital promotion of Albufeira, including the type of content.

Where are we going to communicate?

Social Media

We will communicate with our markets and strategic segments through a dynamic, differentiated, informative and inspirational social media presence.

Main channels

Instagram
Facebook

Create/reinforce presence

TikTok
Youtube
Pinterest

Search engines

We're going to position the destination's official tourism promotion website to have top-notch visibility, responding effectively and inspiringly to potential tourists' enquiries by giving them the answers they need.

Communities

We intend to monitor and interact, whenever necessary, in an informative and complementary way, with online communities and/or groups (on social media, blogs) where the main theme is Albufeira.

Main Monitoring

Facebook

Complementary monitoring

Reddit
TripAdvisor
X (ex: Twitter)
Telegram

We also want to maintain close relations and co-operate with the tourism trade, so that everyone shares the same vision and adopts common promotional and commercial approaches.

The alignment and co-operation between the destination's public management and its private agents is a key success factor of the strategy.

Trade Fairs

We are going to maintain our presence at the sector's main trade fairs, in our strategic markets, in order to affirm our positioning, adopting a differentiated, organised, and integrated dynamic that sells the destination "as a whole".

Priority: Level 1 markets

Roadshows

We are going to take part in travelling exhibitions on the destination's existing tourist offer, held in partnership with Albufeira's economic agents, in the centres of the target towns defined for this purpose.

Priority: Level 1 and 2 markets

Actions with Buyers

We will promote the organisation and participation in business-to-business (B2B) initiatives, such as reverse workshops, involving *buyers* from strategic markets for Albufeira, with the aim of encouraging the establishment of partnerships and agreements for promoting the destination.

Priority: Level 1 and 2 markets

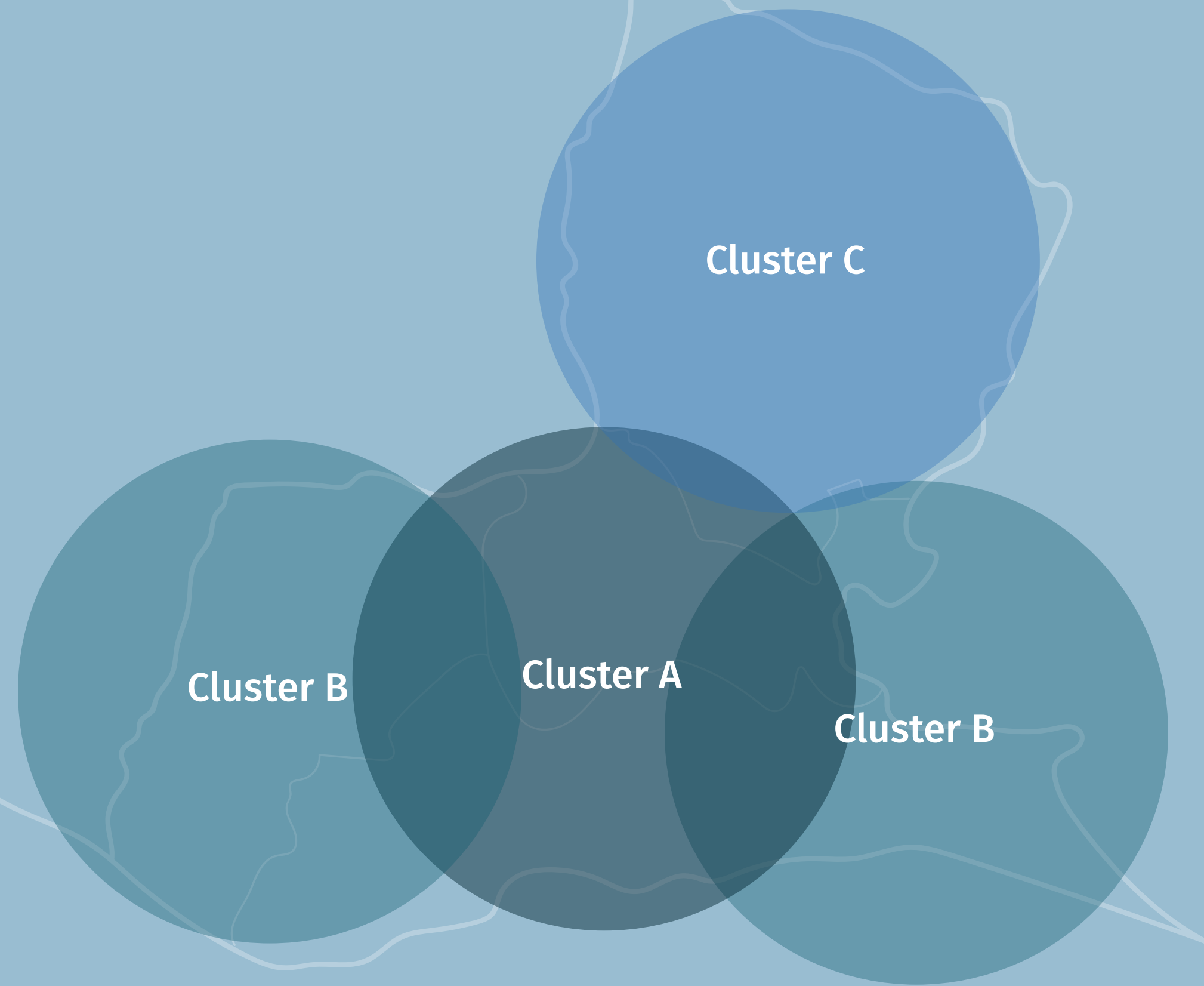
Educational trips

We will promote familiarisation trips with tour operators and specialised journalists with a view to publicising and marketing the destination.

Participants must have the ability to influence the markets and the segments that are most likely to consume Albufeira's offer.

Priority: Level 1, 2 and 3 markets

Communicating Albufeira as a single destination, with differentiated territorial dynamics (3 clusters) aligned with the different motivations of the destination's strategic segments.



In order to guide our communication to attract different market segments, with different travel motivations, we have organised the territory into clusters. This organisation will allow visitors to understand the diversity of our offer, its different dynamics and to make choices according to their desires and/or moods.

How we will communicate

Strategy for Development, Promotion and Attraction of New Tourists

Cluster A	<ul style="list-style-type: none"> Live urban area Nightlife Fun, joy, socialisation History 	<ul style="list-style-type: none"> Shopping areas Beaches Gastronomic diversity
Cluster B	<ul style="list-style-type: none"> Beaches Premium offer Luxury Tranquillity 	<ul style="list-style-type: none"> Relaxation Privacy Natural beauty
Cluster C	<ul style="list-style-type: none"> Inexplored nature Historical heritage Tradition Rurality/Interior 	<ul style="list-style-type: none"> Community interaction Proximity to entertainment

How will
we intervene



To implement the Strategy,
6 areas of intervention were
defined, including 40 actions,
aligned and prioritized in light
of the defined strategic objectives.

The actions are scheduled with the 2030 time horizon, taking into account that in 2027, the strategic document must be reviewed, in order to evaluate the implementation, reevaluate and make any necessary adaptations .

Note: Details of the proposed actions are available in the global strategic document.

1. Destination Management

Management team, tourism culture,
and sustainability

2. Tourism Offer

Quality and diversity

3. Human Resources

Training, valorization, retention
and innovation

4. Tourism Promotion

Targeted promotion for different market
segments and renewed notoriety

5. Infrastructure

Planning, urban qualification,
landscaping, safety and mobility

6. Monitoring

Knowledge, evaluation
and adjustment



1. Destination Management

Topic	Action	Starting Date
Management Team	1.1. Creation of the DMO	2024
	1.2. Creation and Promotion of the Code of Conduct "Fun Meets Respect: Albufeira's Shared Guidelines"	2024
	1.3. Preparation of a study for the adequacy of a municipal regulation for the management of alcoholic beverage sales	2025
Tourism Culture	1.4. Creation of the documentary "Albufeira, the destination shaped by tourism"	2026
	1.5. Organisation of the 'Albufeira Tourism Summit - ABT'	2025
	1.6. Raising awareness among the school community	2025
Sustainability	1.7. Certification as a "Sustainable Tourism Destination"	2025
	1.8. Project for the decarbonization of Albufeira's tourism industry	2026
	1.9. Carbon footprint compensation project	2025
	1.10. Measure "Building the Future Together"	2025

How will we intervene

Strategy for Development, Promotion and Attraction of New Tourists

2. Tourism Offer

Topic	Action	Starting Date
Quality	2.1. Implementation of the tourist tax	2024
	2.2. Lifeguarded beaches 365 days/year	2024
	2.3. "Albufeira High Standards" Initiative	2025
	2.4. Manual for attracting events and sports training programs	2025
	2.5. Manual to host "Meeting Industry" events	2025
	2.6. "Upgrade Taxi Experience" Initiative	2026
Diversity	2.7. Network of walkways in Albufeira beaches	2026
	2.8. "Cycling in Albufeira" Programme	2024
	2.9. Project to organise the nautical tourism offer into a network	2024
	2.10. UNESCO World Geopark Candidacy	2024
	2.11. Study leading to the creation of infrastructure(s) aimed at professional sports	2025

How will we intervene

Strategy for Development, Promotion and Attraction of New Tourists

3. Human Resources

Topic	Action	Starting Date
Training, valorizatio and retention	3.1. Establishment of a training and retention hub for national and foreign tourism professionals	2026
Inovation	3.2. Programme for the digital transition of the tourism industry	2025

4. Tourism Promotion

Topic	Action	Starting Date
Targeted promotion for different market segments and renewed notoriety	4.1. Adjusting Albufeira's tourism brand to its strategic positioning	2024
	4.2. Promotional campaigns on search engines and destination social media channels properly segmented	2024
	4.3. Designing a new operating model for tourism information centers - "The Tourist Information Center comes to you"	2025
	4.4. Activation of the "Albufeira is (or wants to be) part of your life" Campaign adapted t o the motivations of each of the 3 clusters' markets and segments	2025
	4.5. Creation of an "Awareness Corridor for Civic Behavior"	2024

5. Infrastructure

Topic	Action	Starting Date
Planning, urban qualification and landscaping	5.1. Urban areas rehabilitation: Avenida Sá Carneiro, Largo Eng.º Duarte Pacheco, Avenida 25 de Abril, and Rua do Movimento das Forças Armadas	2025
	5.2. "Albufeira: Organised Commerce, Attractive Commerce" programme	2025
	5.3. Beautification and Urban Life Enhancement Programme	2026
	5.4. Incentive programme for the maintenance of private building facades	2026
	5.5. "Albufeira Excellence Initiative" programme	2026
Safety	5.6. "Albufeira Segura" programme	2025
Mobility	5.7. Giro: + Bus Schedules + Bus Demand	2024

How will we intervene

Strategy for Development, Promotion and Attraction of New Tourists

6. Monitoring

Topic	Action	Starting Date
Knowledge, evaluation and adjustment	6.1. Monitor the performance of tourism in the destination	2024
	6.2. Monitor residents' satisfaction with tourism activity	2024
	6.3. Monitor the visitor profile and satisfaction level	2024
	6.4. Monitor the digital performance of the destination	2024
	6.5. Mid-term review of the "Strategy for Development, Promotion and Attraction of New Tourists"	2027

We will regularly monitor the evolution of tourism dynamics in Albufeira, as well as the behavioural and motivational changes of our core markets and target segments.

Therefore, we will monitor 4 Control Areas.

Note: The global strategy document identifies evaluation indicators to be monitored in each control area.

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1. Albufeira's overall tourism performance

Understanding the evolution of economic, environmental, social, and cultural indicators, as well as the destination's performance in the markets.
 2. Profile and satisfaction of visitors to Albufeira

Understand the visitor's profile and needs, evaluating their satisfaction.
 3. Opinion of local economic agents and national and international tour operators

Consulting the local and international trade to gather opinions on Albufeira's tourism performance and development opportunities.
 4. Residents' satisfaction regarding tourism

Understand the level of satisfaction of Albufeira's residents, to reconcile measures that address their needs.

Credits

Title

Strategy for Development, Promotion and Attraction
of New Tourists | Executive Version

Promotor

Municipality of Albufeira

Execution

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do Turismo

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