

Agenda | ATT – Speeding Up & Changing Tourism

Agenda Leader | Grupo Pestana – Pestana Management

Agenda Summary | The "ATT – Speeding Up & Changing Tourism" Agenda aims to develop and implement an advanced and innovative concept of "Customer Journey," based on the implementation of disruptive and innovative solutions in selected areas throughout the traveler's entire experience. The developed solution aims to encompass the traveler's entire experience, from the initial phase (departure) to the final phase (destination). In summary, the development of this Agenda will represent a differentiating factor in the tourism sector, as it is expected to achieve a high level of digitization and sustainability.

Start Date | 01/01/2022

End Date | 31/12/2025

Total Eligible Costs | 128.674.297,12€

NextGenerationEU Financial Aid | 75.879.851,97€

Objectives, Activities, and Expected/Achieved Results | The objectives of the "ATT – Speeding Up & Changing Tourism" Agenda are:

1. To Enhance the overall perspective of the touristic experience in Portugal (Customer Journey)
2. To increase levels of innovation, digitization, and sustainability
3. Transform the workforce in Tourism through: Human resources qualification; Promotion of the creation of qualified jobs; Increased productivity

To achieve the defined objectives, the following activities will be developed:

1. Digitalisation oriented to the Tourist's arrival at/departure from destination - Airports (digital pillar)
2. Territory Digitalisation (digital pillar)
3. Conversation with Tourists (digital pillar)
4. Experience 5.0 – Digitalisation and R&D associated with territory, accommodation, bath & spa, and tourist health (digital pillar)
5. Digitalisation – Tourist experience (digital pillar)
6. Digital and Ecological Change in Mobility (ecological pillar)
7. Sustainability of the Tourism sector (ecological pillar)
8. Management, Promotion, and Communication Agenda

Following the activities developed, the following results are expected:

- Define a new paradigm that can fill the gaps in the sector regarding the connection between services, internal mobility, qualification of sector professionals, as well as product promotion procedures and internationalization of companies, aiming to promote their expansion and, consequently, competitiveness.

Beneficiary | ANA - AEROPORTOS DE PORTUGAL S.A.

Beneficiary's Investment | 19.846.042,50€

Beneficiary's Financial Aid from NextGenerationEU | 8.906.714,81€