

# **Portuguese Trails**

## **A sustainable Tourism Project**

**"THE PEP Partnership on Sustainable Tourism Mobility"**

**Symposium on "Sustainable Tourism Mobility"**

**Vienna, 7<sup>th</sup>-8<sup>th</sup> November 2024**





By promoting cycling and walking routes across Portugal's diverse landscapes, ***Portuguese Trails*** addresses the climate imperative through **soft mobility** and a reduced carbon footprint.

Through collaboration with **public and private stakeholders**, the initiative integrates sustainable practices, local development, and environmental preservation.

The diversity of routes help distribute tourists **all over the country** and **all year round**.





## THE PROCESS

**Coordination:** Turismo de Portugal in collaboration with public partners and tourist companies

Common focus on **Nature Tourism:** Cycling & Walking routes to promote experiences across the country, with carbon-free mobility

Aligned with **national and regional tourism strategies**





## RESULTS

- 39 routes covering **20,000 km** all over the country
- **300+** tourist SMEs involved
- ***“100% Responsible Programs”*** initiative: 151 Cycling & Walking programs (50% of total)
- Dedicated international promotion **website:**  
[www.portuguesetrails.com](http://www.portuguesetrails.com)





## RESULTS

- **Financing programs** to develop and improve routes and facilities
- Cycling & Walking routes contribute to **local business** growth, increase **tourist demand** and improve **residents' satisfaction**
- **International recognition** of Portugal as a destination for sustainable experiences (Cycling & Walking)





## MAIN CONCLUSIONS

- **Successful combination:** Tourism development and sustainable mobility on a national scale
- **Key support:** Tourist SMEs (to develop sustainable practices and programs); and public entities (to preserve natural and cultural heritage and landscapes)
- **Essential commitment:** Public-private partnerships and resilience in achieving sustainable goals (long-term)





## MAIN CHALLENGES

- Training SME's and destinations on sustainable practices
- Adaptation to climate changes
- Monitoring demand
- Routes management
- New trails and programs
- Responsible tourists



**Thank you**

[susana.gracio@turismodeportugal.pt](mailto:susana.gracio@turismodeportugal.pt)

