



Confederação do Turismo Português

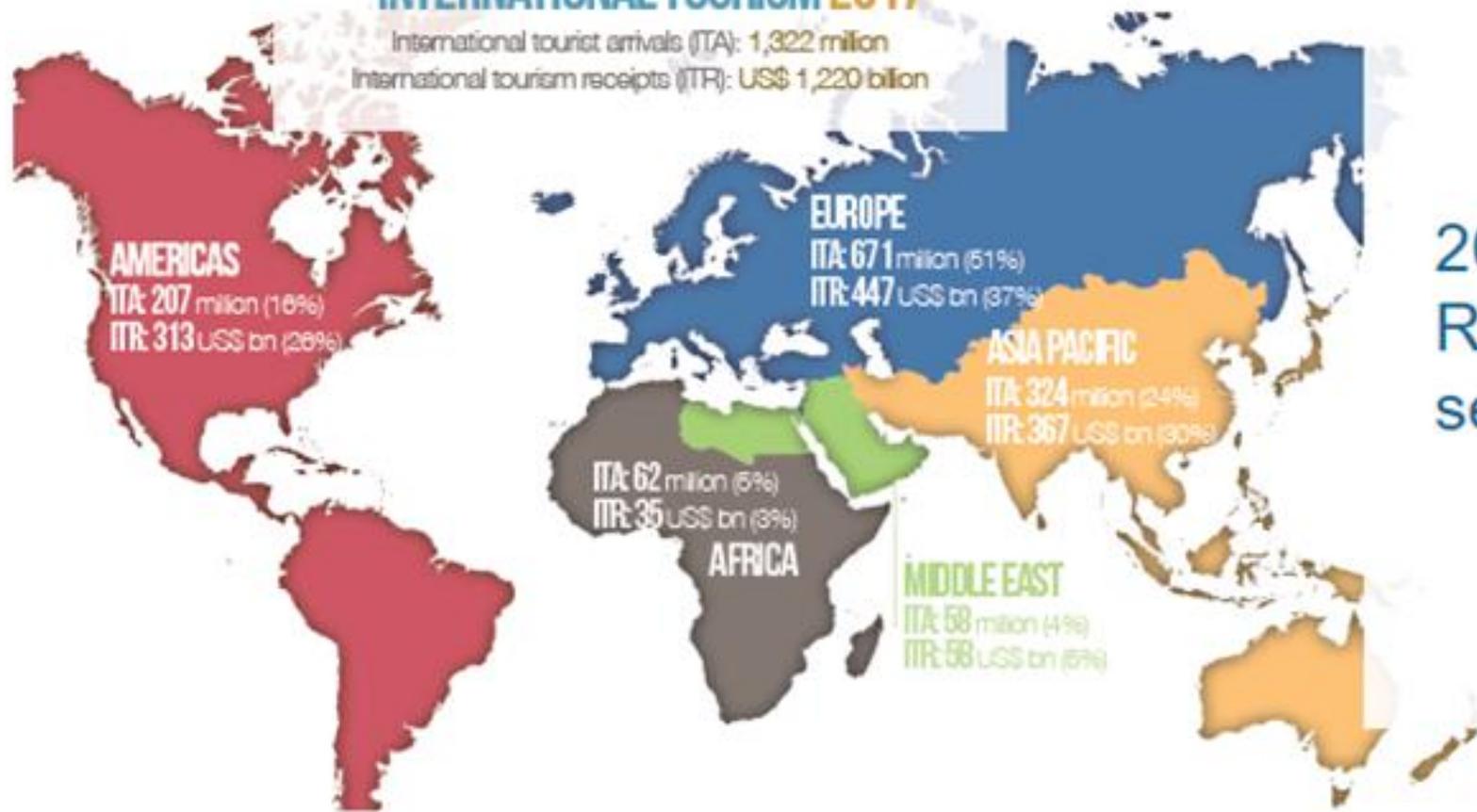
# A Dimensão Económica do Turismo e a necessidade de novos indicadores de avaliação

Silva Pina

Abril 2018

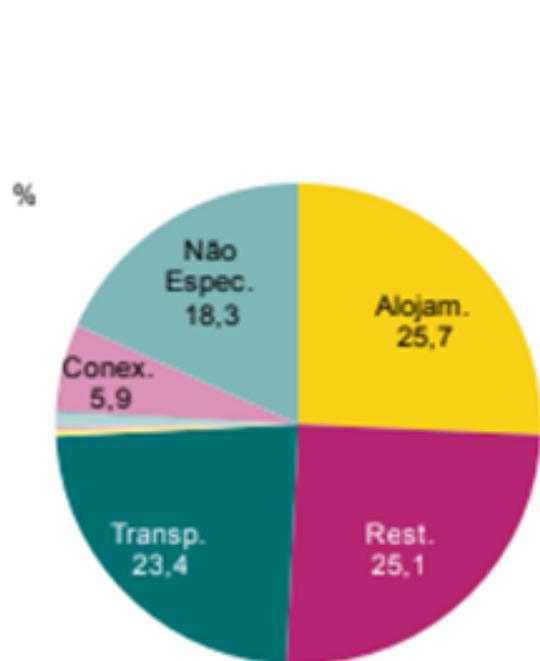
## INTERNATIONAL TOURISM 2017

International tourist arrivals (ITA): 1,322 million  
International tourism receipts (ITR): US\$ 1,220 billion

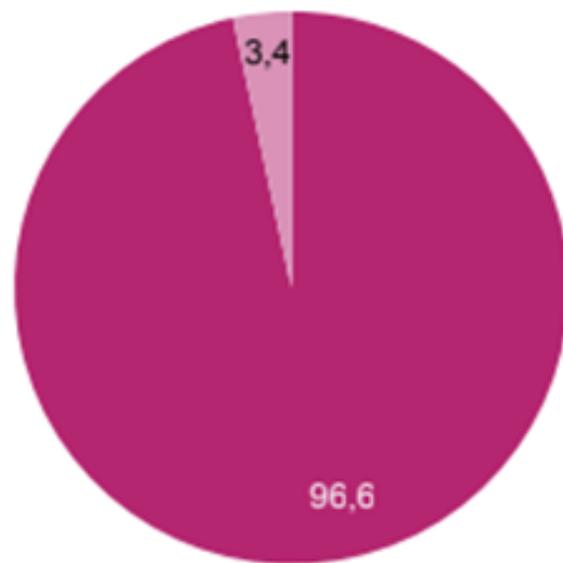


2017 International Tourism  
Results: the highest in  
seven years

### Turistas

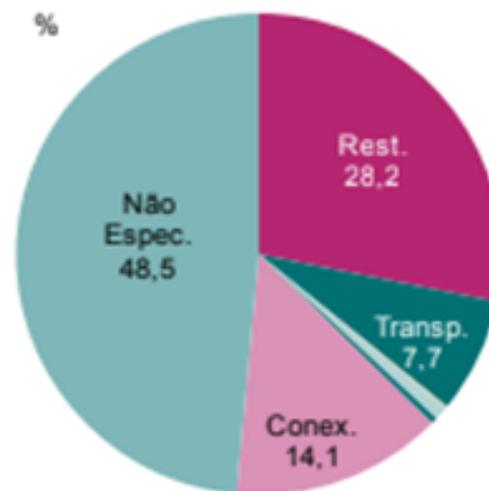


%



■ Turistas ■ Excursionistas

### Excursionistas



# Turismo Versus Viagens e Turismo

**CAE Clássicos**  
 Conta Satélite 2014-16 = 50,8%

55 e 56



A purple arrow points from the 'CAE Clássicos' text to two icons: a hotel bed icon and a restaurant table icon.

**CAE Viagens e Turismo** 49, 50, 51, 52, 55, 56, 77, 79, 82, 86, 91, 93, 96




A large blue arrow points from the left towards a grid of 15 icons representing various travel and tourism services. The icons include: a location pin with an airplane, a bus, a boat, a train, a hotel bed, a restaurant table, a car with a key, a globe, a fountain, a podium, a museum sign, a zoo sign, a ship's wheel, a stack of chips, a colorful gift set, and a red car.

## WORLD INTERNET USAGE AND POPULATION STATISTICS JUNE 30, 2017 - Update

| World Regions                             | Population<br>( 2017 Est.) | Population<br>% of World | Internet Users<br>30 June 2017 | Penetration<br>Rate (% Pop.) | Growth<br>2000-2017 | Internet<br>Users % |
|---|----------------------------|--------------------------|--------------------------------|------------------------------|---------------------|---------------------|
| <a href="#">Africa</a>                    | 1,246,504,865              | 16.6 %                   | 388,376,491                    | 31.2 %                       | 8,503.1%            | 10.0 %              |
| <a href="#">Asia</a>                      | 4,148,177,672              | 55.2 %                   | 1,938,075,631                  | 46.7 %                       | 1,595.5%            | 49.7 %              |
| <a href="#">Europe</a>                    | 822,710,362                | 10.9 %                   | 659,634,487                    | 80.2 %                       | 527.6%              | 17.0 %              |
| <a href="#">Latin America / Caribbean</a> | 647,604,645                | 8.6 %                    | 404,269,163                    | 62.4 %                       | 2,137.4%            | 10.4 %              |
| <a href="#">Middle East</a>               | 250,327,574                | 3.3 %                    | 146,972,123                    | 58.7 %                       | 4,374.3%            | 3.8 %               |
| <a href="#">North America</a>             | 363,224,006                | 4.8 %                    | 320,059,368                    | 88.1 %                       | 196.1%              | 8.2 %               |
| <a href="#">Oceania / Australia</a>       | 40,479,846                 | 0.5 %                    | 28,180,356                     | 69.6 %                       | 269.8%              | 0.7 %               |
| <b><a href="#">WORLD TOTAL</a></b>        | <b>7,519,028,970</b>       | <b>100.0 %</b>           | <b>3,885,567,619</b>           | <b>51.7 %</b>                | <b>976.4%</b>       | <b>100.0 %</b>      |

NOTES: (1) Internet Usage and World Population Statistics updated as of June 30, 2017. (2) CLICK on each world region name for detailed regional usage information. (3) Demographic (Population) numbers are based on data from the [United Nations Population Division](#). (4) Internet usage information comes from data published by [Nielsen Online](#), by ITU, the [International Telecommunications Union](#), by [GfK](#), by local ICT Regulators and other reliable sources. (5) For definitions, navigation help and disclaimers, please refer to the [Website Surfing Guide](#). (6) Information from this site may be cited, giving the due credit and placing a link back to [www.internetworldstats.com](http://www.internetworldstats.com). Copyright © 2017, Miniwatts Marketing Group. All rights reserved worldwide.

# Perfil do Consumidor

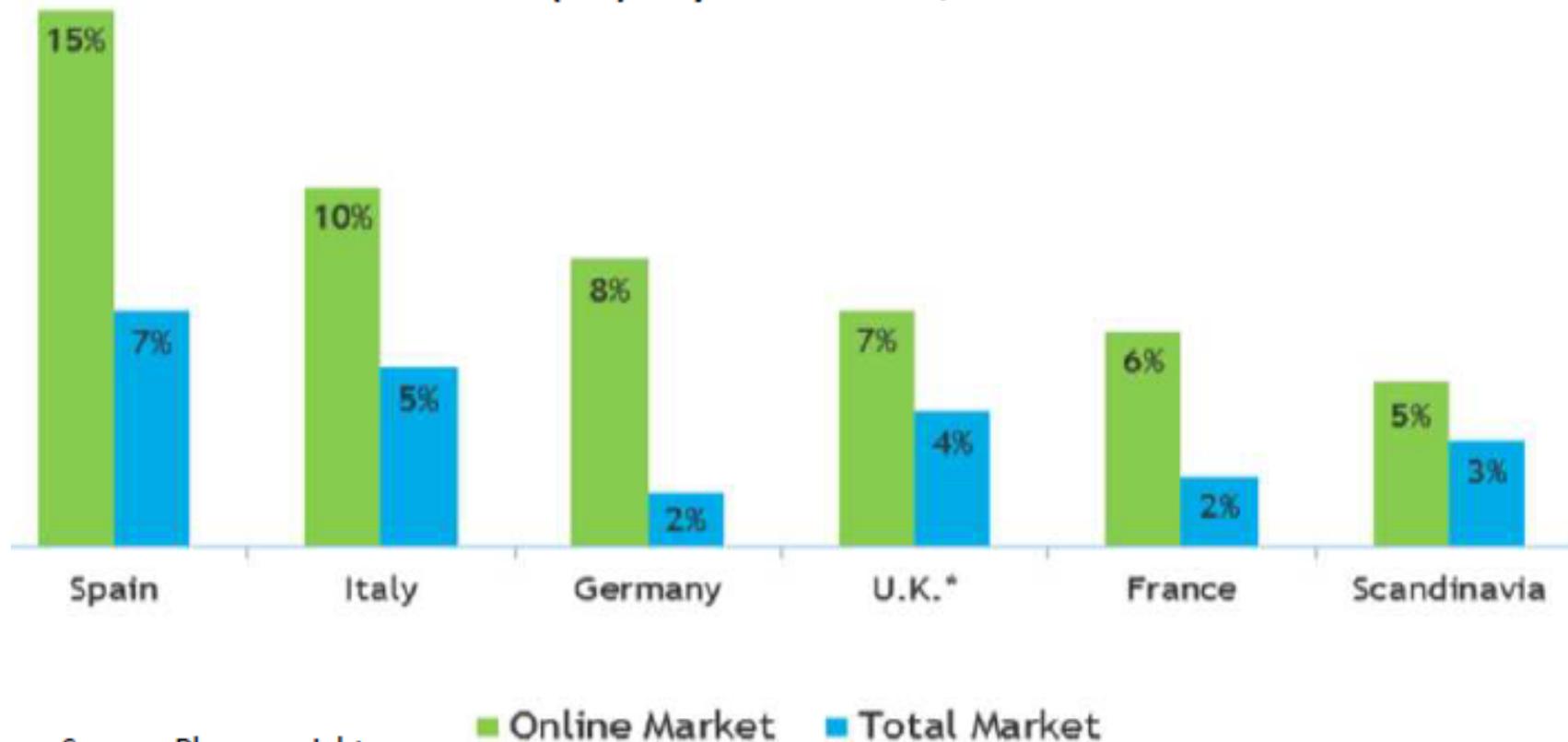
Jovem, urbano, da classe média, com forte mobilidade e conectividade

(o planeta tinha em 2014 1,8 mil milhões de jovens com idades entre os 10 e 24 anos. Para as empresas raramente este segmento é improdutivo)

Caraterísticas: adoção de tipos de vida, estabelecem tendências mudam as regras do jogo

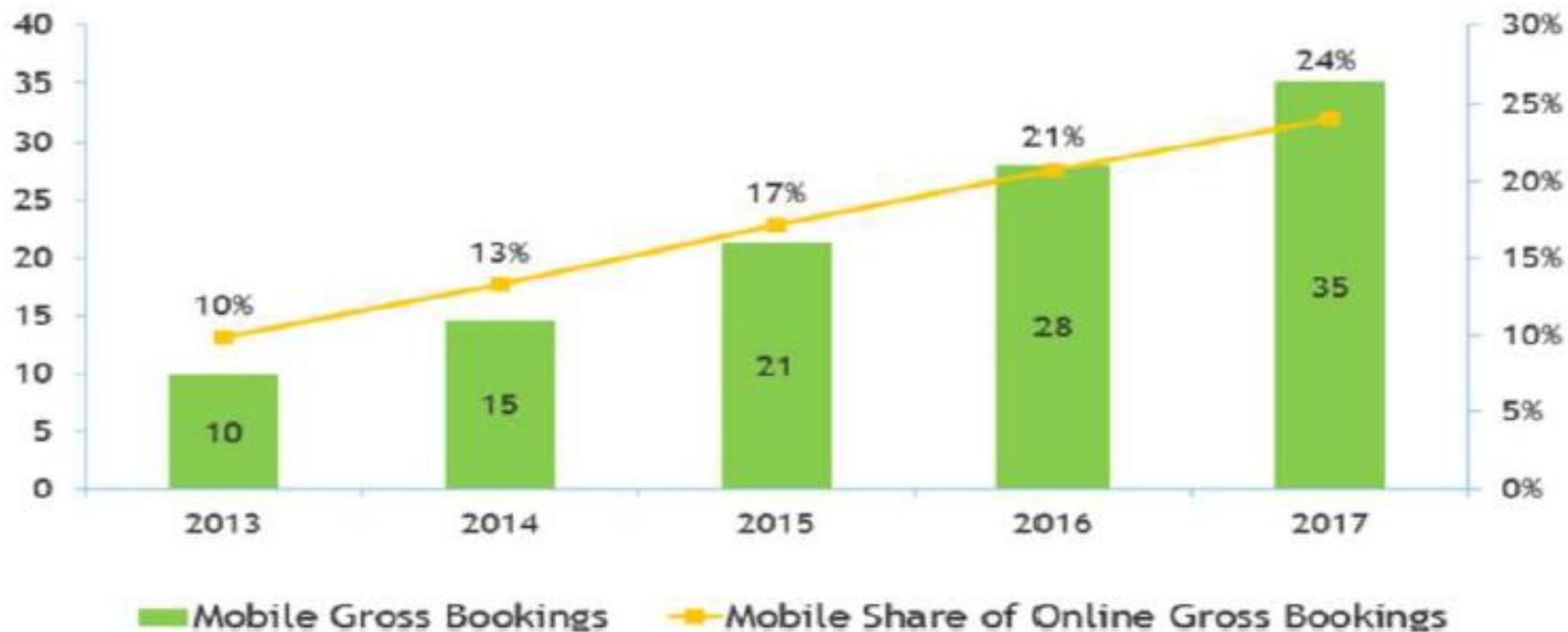
Fonte: Kotler *et al.* 2017

## European Total & Online Travel Markets CAGR (%) by Market, 2015-2017



Source: Phocuswright

## European Mobile Gross Bookings (€B) and Mobile Share of Online Gross Bookings (%), 2013 - 2017



Source: Phocuswright

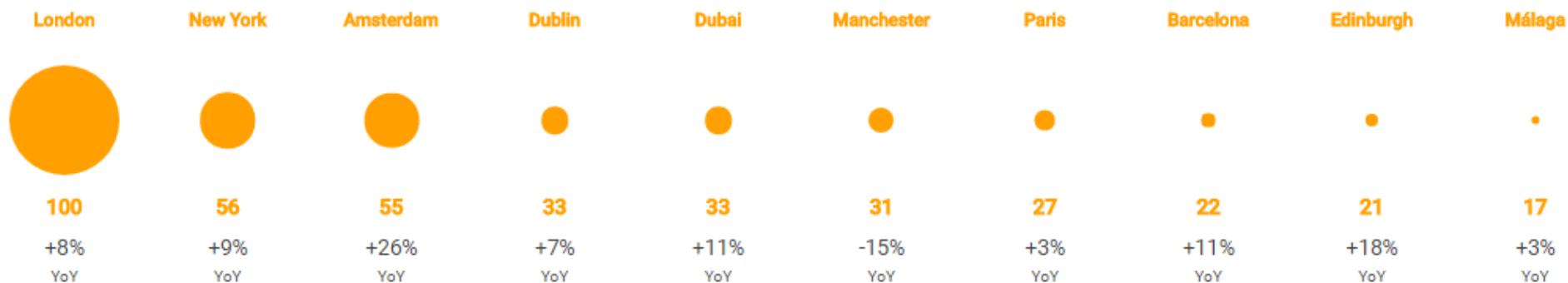
# EMEA Travel Dashboard - A Look Back at Recent Trends

Select View: **GENERAL** AIR BUS & RAIL CAR RENTAL HOLIDAY RENTAL HOTEL PACKAGE LASTMINUTE PACKAGE VACATION

## Which cities were people interested in traveling to?

People from **United Kingdom** were interested in going to:

Ordered by **Index Value**



Bubble size represents relative volume. Source: Google Search Data, Oct - Dec 2016, EMEA.

# Portal de Informação Turística



INICIAR SESSÃO



PROFISSIONAIS E PMES GRANDES EMPRESAS CORPORATE AJUDA



INÍCIO RANKINGS CONCELHOS PORTUGAL COMPARADOR RELATÓRIOS INFORMAÇÃO ▾



## Longa estada nos Açores

São alguns concelhos do arquipélago dos Açores que apresentam o maior tempo de estada médio medido em noites. Corvo, Santa Cruz da Graciosa e Práia da Vitória lideram a tabela de rankings deste indicador.

[Ver mais](#)

## Conclusão

### Lidar com a nova realidade:

- Previsão a longo prazo está a tornar-se obsoleta;
- Contratação Directores Gerais Digitais, porque a inovação é principal prioridade.
- Fim da estratégia de negócios como a conhecemos.

### Solução:

- Visão prospetiva estratégica
- Planeamento de cenários

(Fórum Económico Mundial, 2017)





Confederação do Turismo Português

Muito Obrigado

[silva.pina@ctp.org.pt](mailto:silva.pina@ctp.org.pt)

