

Unbalanced Tourism Growth at Destination Level

Azores towards sustainable tourism - Challenges and solutions

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The Azores as a tourist destination







- One of the two autonomous regions of Portugal, one of the outermost Regions of Europe
- Archipelago composed of nine volcanic islands in the Macaronesia region of the North Atlantic Ocean
- 236,440 inhabitants

Main challenges faced

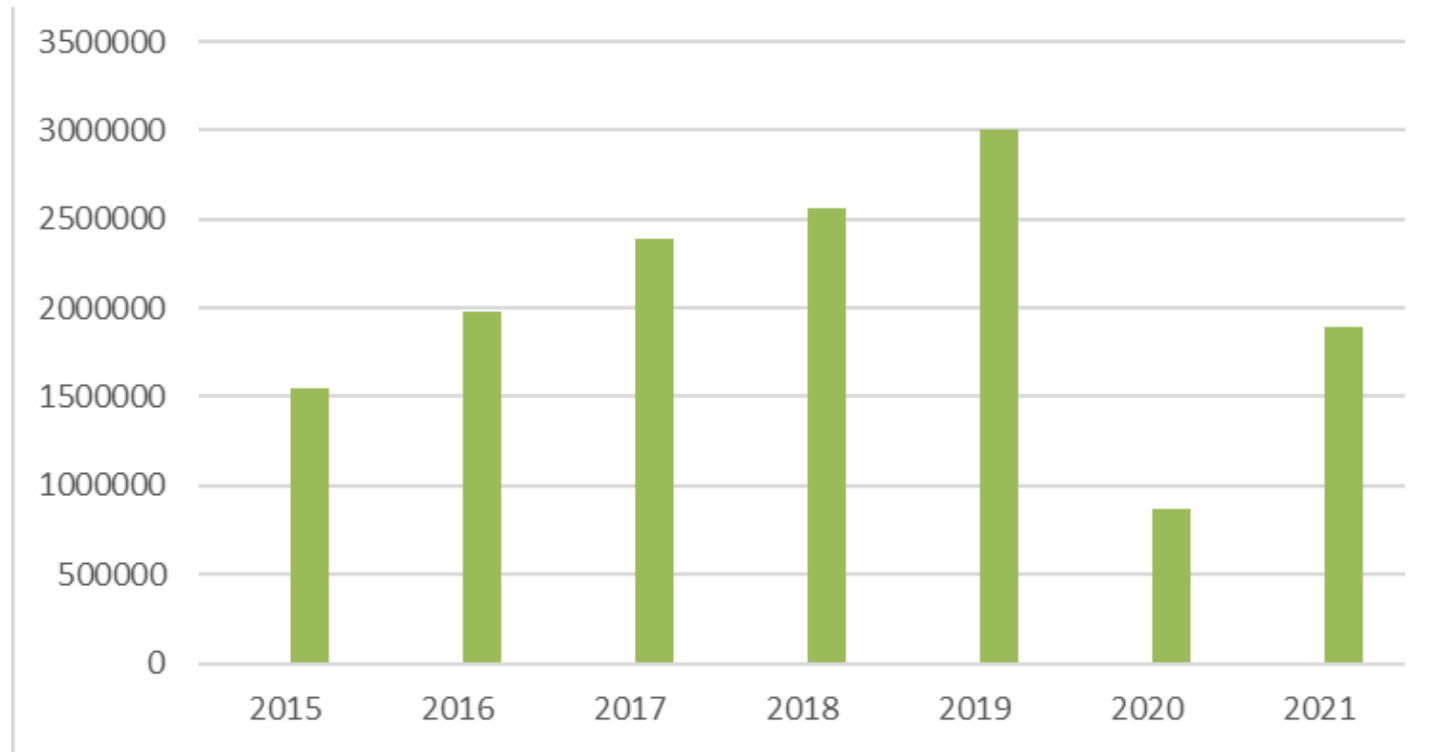
- ▶ Qualification and training of human resources
- ▶ Improvement of urban mobility and accessibility
- ▶ Creation of infrastructure at the service of inclusive and accessible tourism
- ▶ Improve the efficiency in the collection and use of data in the service of Tourism
- ▶ Distribute tourist flows more equitably across the nine Islands and throughout the year
- ▶ Alleviate the negative effects of seasonality in tourist activity

In the right track...



	ENERGY Almost 40% of the electric energy produced in the Azores have origin in renewable sources, in 2010 the value was 28%		ECOSYSTEM AND BIODIVERSITY <ul style="list-style-type: none"> • Graciosa, Flores, Corvo and Fajãs of São Jorge are Biosphere Reserve of UNESCO • Geopark Azores is Unique World Heritage of UNESCO • Azores implements LIFE and BLUE Programs • 33 thousands hectares are part of the Rede Natura 2000
	GREENHOUSE GASES Gracióllica – a project to reduce energy of fossil origin		
	SOLID WASTE 55% of the urban waste of the Azores are valued and seven islands have recycling taxes over 80%		

Tourism development cycle in the Azores



Fonte: SREA

3 M overnighnt stays in
2019



Sustainable | Responsible | Smart

- ▶ Quality above quantity
- ▶ “We can’t manage what we don’t measure”:
 - Exhaustive collection of qualitative and quantitative data to make informed decisions
 - Improve data collection in the service of the Tourism sector
- ▶ Collaborative process
- ▶ Show continuous improvements on destination management
- ▶ Communication and promotion that supports the destination strategy

Thank you for your attention!

Azores Destination Management Organization

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