

UK OUTBOUND TRAVEL MARKET

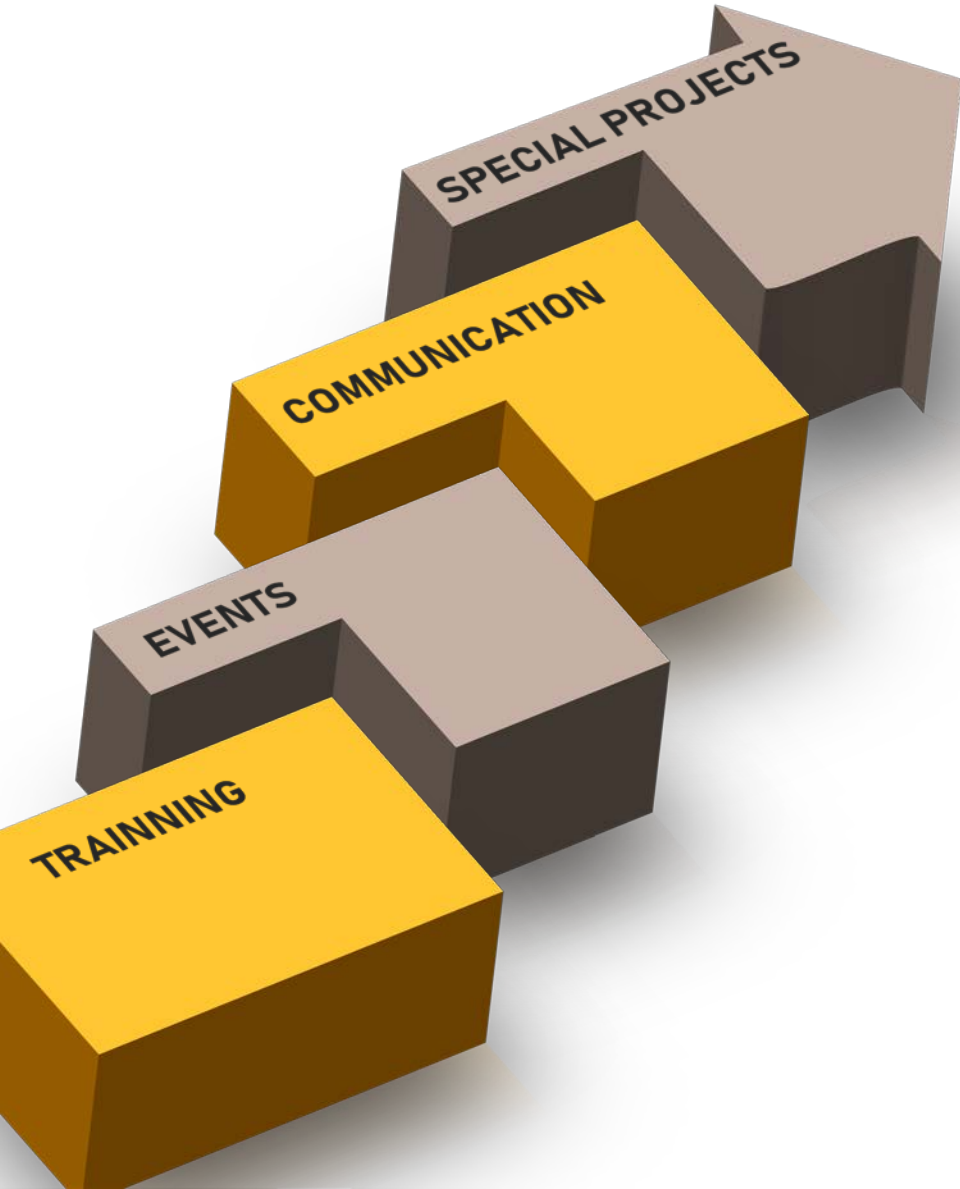
OPPORTUNITIES & CHALLENGES



TOP PRIORITIES



PORTUGUESE TOURISM BOARD'S PLAN



- Travel Weekly Connections
- PORTUGAL 360°
- Health Cluster
- Trade UK Newsletter
- PR Agency
- Brexit Campaign
- Airline & TO (anticipate / increase) MICE CAMPAIGN
- ABTA and ATP conferences for Madeira in 2020
- AMOUR Forum for Portugal in 2020
- M&I project (B2B events and communication)
- EDT UK team up train and expansion
- BTL seminar
- National Trade Workshops about the UK

THE CAMPAIGN

#BREXIT

THE CAMPAIGN

#UNCERTAINTY

THE CAMPAIGN

#TENSION

THE CAMPAIGN

#GOODWILL

THE CAMPAIGN

***PORTUGAL
WILL NEVER
LEAVE YOU***

#BREXIT

#BRE

#BRE _ _ **MF**

#BRELCOME

#BREXIT

THE CAMPAIGN: THEMES





#Brelcome

OUR WAVES WILL NEVER LEAVE YOU



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THE CAMPAIGN

THEMES



An aerial photograph of a coastal city, likely Aveiro, Portugal, during a golden sunset. The sun is low on the horizon, casting a warm glow over the city and the harbor. A large bridge spans across the water, and numerous boats are docked in the harbor. The city's buildings are visible, with some featuring red-tiled roofs. The sky is filled with soft, colorful clouds.

#Brelcome

OUR LIGHT WILL NEVER LEAVE YOU



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THE CAMPAIGN

THEMES





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OUR FLAVOURS WILL NEVER LEAVE YOU



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OUR GREENS WILL NEVER LEAVE YOU



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THE CAMPAIGN: HIGH IMPACT FORMATS



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<https://youtu.be/FWkBNcgz3Oo>

THE CAMPAIGN: HIGH IMPACT FORMATS



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https://youtu.be/BXzmXoGN_WQ

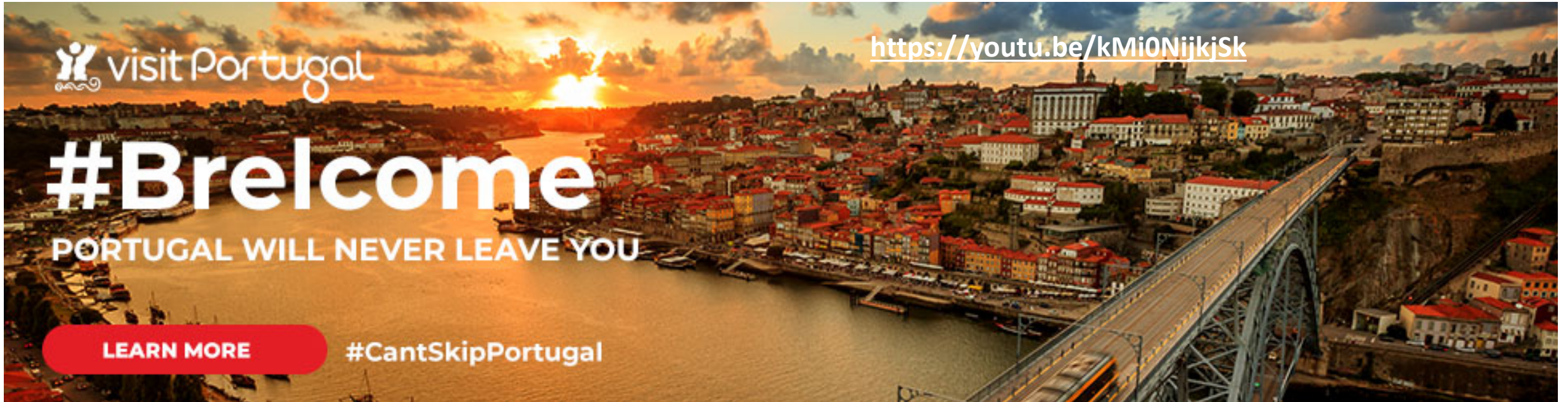
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THE CAMPAIGN: HIGH IMPACT FORMATS



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<https://youtu.be/kMi0NijkjSk>

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THE CAMPAIGN: HIGH IMPACT FORMATS

A photograph of a long, narrow wine cellar with rows of wooden barrels stacked on both sides, receding into the distance under warm lighting.

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<https://youtu.be/FWkBNcgz3Oo>

A photograph of a lighthouse on a rocky island, with a large wave crashing against the shore in the foreground. The sky is overcast and the sea is dark blue.

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