

ipdt
institute of tourism

The background of the image is a complex, abstract pattern of swirling, overlapping lines in shades of orange, red, and yellow. The lines are thin and create a sense of movement and depth, resembling a dense, tangled web or a dynamic, organic structure. The overall color palette is warm and vibrant, with a gradient from deep reds to bright oranges.

To inspire
knowledge
and leading
results in
organisations
and society.

REFLECTION | INTERVENTION | RECOMMENDATION



STRATEGIC
CONSULTING

MARKETING AND
COMMUNICATION

STUDIES

EVENTS

PUBLICATIONS

TRAINING

STRATEGIC CONSULTING

The international experience in studying and identifying trends and opportunities in the tourism and underlying sectors, along with the privileged relations with international entities, global tourist operators and a network of respected academics and researchers, allow IPDT to offer access to strategic information and tools that have a differentiated and positive impact on business profits.

IPDT's approach is to provide expert advice on innovate procedures at a strategic level, making use of its own research and consultancy methods.

IPDT specialised in the development and implementation of tourism strategies, diagnoses and tourist intervention plans (strategic plans and marketing plans).

IPDT has expanded its activities to offer services of organisation and management of client participation in international events, organising and following their presence at tourism fairs, professional visits and specialised business meetings.

METHOD



PROBLEM ASSESSMENT



IDENTIFICATION OF AREAS FOR INTERVENTION



PLANNING OF ACTIONS



DEVELOPMENT AND IMPLEMENTATION



MONITORING AND ADJUSTMENT



IMPACT ASSESSMENT

DEVELOPMENT

- New product development
- Potential customer identification and attraction
- Service standards definition
- Organisational restructuring
- Design and implementation of Tourism observatories
- Strategic tourist development plans
- Strategic tourist marketing plans
- Implementing tourist destinations/spaces

CLIENTS

Cape Verde Ministry of Tourism, Industry and Energy

Kalandula Tourist Development Pole

Okavango Basin Tourist Development Pole

Oporto Metropolitan Area

Oporto and North of Portugal Regional Tourism Entity

United Nations

STRATEGIC PLANS

As a specialist organisation in strategic planning, IPDT helps clients outlining fundamental guidelines to cope with challenges faced by tourist destinations and Tourism sector companies thus allowing for better chances of success. Our experience, gathered along the years, results from a vast range of projects in different countries, destinations and companies in Europe, Africa and Latin America.

- 🌀 Azores Strategic Tourism Plan [Horizon 2020]
- 🌀 Oporto and Northern Portugal Strategic Tourist Development Plan [2015-2020]
- 🌀 Kavango-Zambezi Transfrontier Project (TFCA-KAZA) Angolan Territory Strategic Tourist Development Plan of [2013]
- 🌀 Castelo de Bode Reservoir Strategic Tourist Development Plan [2004]

MARKETING PLANS

Given its vast knowledge of markets, tourism sector and strategic marketing tools, IPDT develops marketing plans aimed at the implementation of advertising and promotional activities of tourist destinations.

- 🌀 Azores Tourist Marketing Plan [Horizon 2020]
- 🌀 Oporto and Northern Portugal Tourist Marketing Plan [2015-2020]
- 🌀 Oporto and Northern Portugal Strategic Marketing Plan [2007-2015]
- 🌀 Cape Verde Tourist Marketing Plan [Horizon 2011]

TOURISM OBSERVATORIES

IPDT defines strategic lines and methods of gathering, handling, assessing and disseminating data to be integrated in the Tourism Observatory activity. IPDT also provides useful information for the decision-making process of regional and national entities and organisations.

- 🌀 Azores Tourism Observatory [2013]
- 🌀 Cape Verde Tourism Observatory [2011]



THE
DESTINATION
LAB



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