

Cofinanced by:



Individual projects –SME Internationalization

Project Designation: International Marketing Strategy PortugalTrails

Project Code: LISBOA-02-0752-FEDER-007208

Main Goal: Reinforce the competitive advantage of small and medium enterprises

Geographical Area of Activity: LISBON

Beneficiary: PORTUGALTRAILS – VIAGENS E TURISMO, LDA

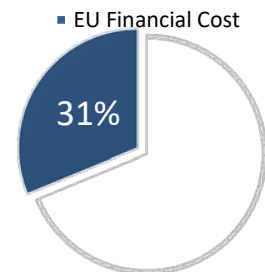
Approval date: 2016-05-30

Starting Date: 2015-08-01

End Date: 2017-07-31

Eligible total cost: 521.452,16 Euros

European Union Financement: 236.800,97 Euros



Project Overview:

PORTUGALTRAILS is a tour operator specialized in self-driving tour in Portugal. It offers a unique and comprehensive set of end-to-end services with exclusive materials designed to enhance the travel experience of all those who wish to visit these countries in an independent, safe and comfortable way, and with the support of a local team of professional travel consultants as well.

The aim of this investment project is to adopt strategies towards and internationalization process, such as expanding its activity to new destinations, example, Madeira Island, Azores and Spain; creating a new brand, Spain Trails; new distribution channels to reach new clients, for instance, a stronger online presence, direct phone connection as well as travel agent partnerships; expanding the market share (through source markets and existent channels); increasing the advertisement methods (in terms of budget, networks and platforms), which contributed to the product enhancement; the productivity growth, as well as the growth of our team of consultants; and achieving new clients and markets, especially the Spanish-speaking ones (Spain and Latin America).

The prospect is to attain a growth of the business revenue and to double the billing in the next three years (2014-2017); raising the gross margin in three years (2014-2017) and especially, reaching the client's satisfaction, with 90% of "Excellent" reviews on TripAdvisor.

