

Cofinanced by:



### Individual projects –SME Internationalization

**Project Designation:** International Marketing Strategy PortugalTrails

**Project Code:** LISBOA-02-0752-FEDER-007208 + LISBOA-05-3560-FSE-007208

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

**Geographical Area of Activity:** LISBON

**Beneficiary:** PORTUGALTRAILS – VIAGENS E TURISMO, LDA

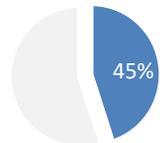
**Approval date:** 2016-05-27

**Starting Date:** 2015-08-01

**End Date:** 2018-07-31

**Eligible Total Cost:** FEDER 512.862,16 Euros + FSE 8.590,00 Euros

**European Union Financing:** FEDER 230.787,97 Euros + FSE 6.013,00 Euros



■ European Union Financing

### 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.



Cofinanced by:



**Project Designation:** iMAGO - inovacion: MARKETINg and Organizational

**Project Code:** LISBOA-02-0853-FEDER-038718

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

**Geographical Area of Activity:** LISBON

**Beneficiary:** PORTUGALTRAILS – VIAGENS E TURISMO, UNIPESSOAL, LDA

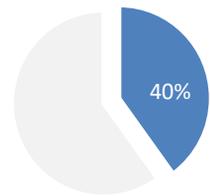
**Approval Date:** 23-11-2018

**Starting Date:** 01-12-2018

**End Date:** 30-11-2020

**Eligible Total Cost:** 203.133,27 Euros

**European Union Financing:** 81.253,31 Euros



### Project Overview:

■ European Union Financing ■

PORTUGALTRAILS is a tour operator specialized in self-driving tours in Portugal and Spain. 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.

With this investment project, the entity aims to qualify itself in an innovative company, in the domains of organization and marketing, in order to promote the cross-selling of the Iberian destination to its clients, being them mainly non-residents of Portugal and Spain.



Cofinanced by:



**Project Designation:** Italy Trails a new Destination and new target segments of Portugal Trails and Spain Trails

**Project Code:** LISBOA-02-0752-FEDER-042290

**Main Goal:** Reforçar a capacitação empresarial das PME para a internacionalização

**Area of Operation:** LISBON

**Beneficiary:** PORTUGALTRAILS – VIAGENS E TURISMO, LDA

**Approval date:** 2020-05-13

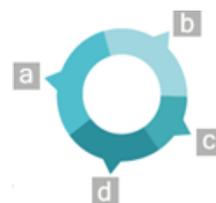
**Starting Date:** 2020-11-01

**End Date:** 2022-11-01

**Eligible Total Cost:** 723.434,24 EUR

**European Union Financing:** FEDER – 289.373,70 EUR

## Project Overview:



Expected /Obtained goals, activities and results:

This project will reach another stage of the Portugal Trails internationalization plan2., continuing the sustained growth. At this stage, we will explore a new country, Italy, a key worldwide tourism Destination, and create a new brand, Italy Trails, which will widen the projects and the current portfolio of Destinations (Portugal and Spain). Another goal would be to extend the presente of the existant brands, Portugal Trails and Spain Trails through three guidelines:

1. Using new tools and channels towards cliente segmentation, permitting reaching new clientes who otherwise would not be impacted by the current operation;
2. Increasing the segmentation methods in use, through a thorough analysis of benefit /cost. This way, Portugal Trails will broaden the scope of its marketing and advertisement strategies reaching new clients with, for instance, new keywords or a diferente positioning;
3. Launching a new Destination and products under the brand Italy Trails which will aim at new target segments yet to be explored.

