

Soboto

 Dream·Book·Live

CO-FUNDED:



TOURISM

Worldwide

Expected annual growth of **3%**
until **2030***

Portugal

Income of **10.000 M€** year
10% of GDP

*UNWTO Tourism Highlights 2016 Edition

TOURISM 5 INDUSTRIES



Accommodation



Food and beverage



**Recreation and
entertainment**



Transportation



Travel services

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TOUR & ACTIVITY

- **Estimated 100.000 M€ market***

- 37.000 M€ in Europe;
 - Use of technology by suppliers is low although the intent is high.

- **Portugal****

- 2.729 suppliers registered;
 - 483 M€ year.

* According to PhoCusWright report from 2014

** according to 2015 report from Registo Nacional de Agentes de Animação Turística (RNAAT)



TOUR & ACTIVITY CHALLENGES

•Global

83% still work with traditional methods for daily management *;

40% don't sell products online **;

25% don't have a website **;

Suppliers are very slow to adopt technology and they spend very little money on it**

•Portugal***

95% < 10 employees

40% have income < 10.000 € year

*according to 2014 PhoCusWright's report

** according to 2016 Skift report

*** according to 2015 report from Registo Nacional de Agentes de Animação Turística (RNAAT)

TOUR & ACTIVITY CHALLENGES

NEW CONSUMER PROFILE

Highly informed

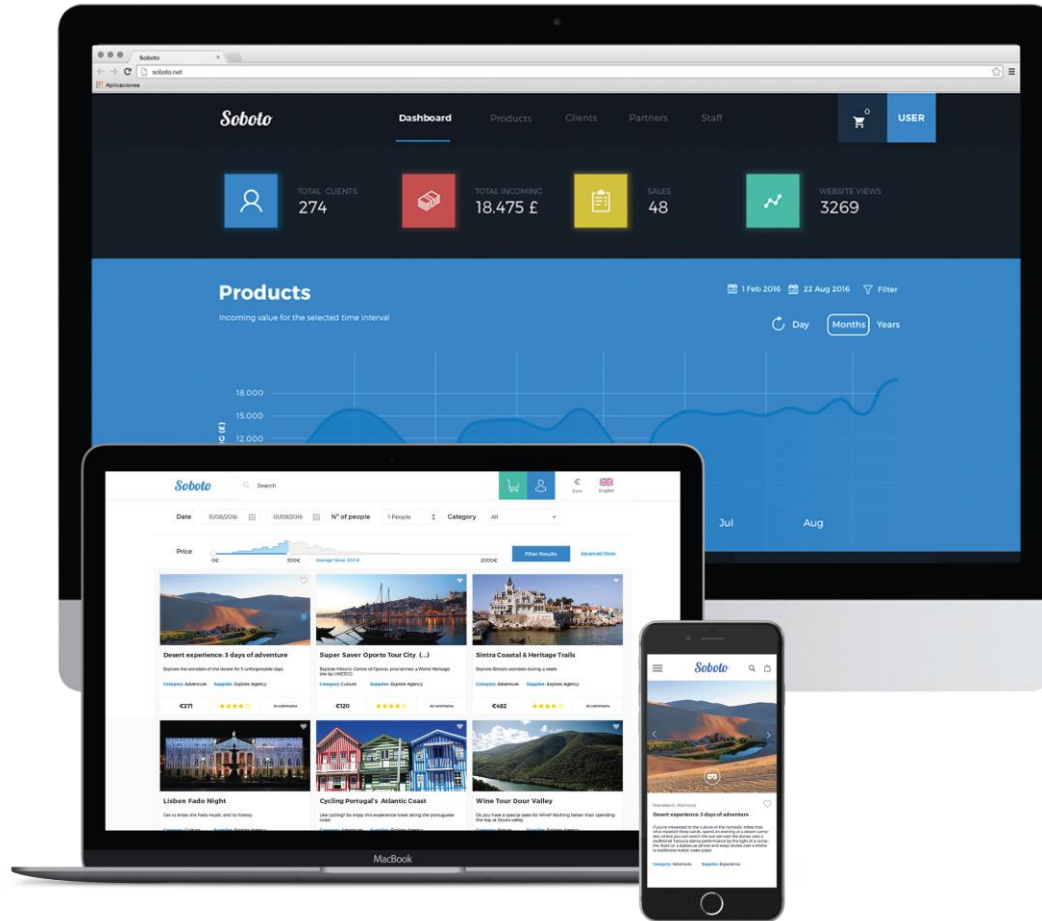
High expectations

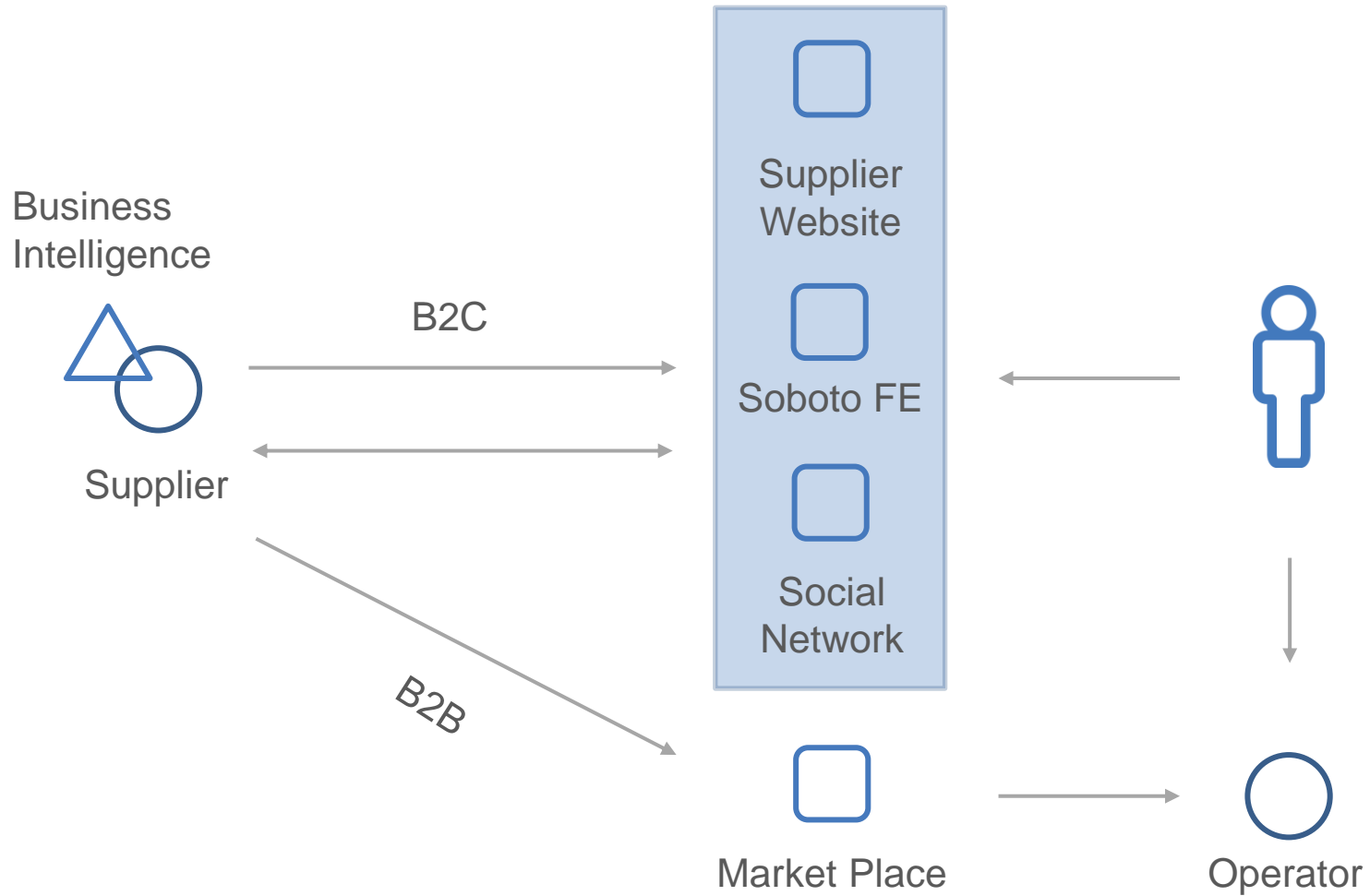
Strong activity on
social networks

Content generator

Opinion formation and decision making heavily influenced by other users content

In destination and last minute booking





Business model and 1st year goals

- **COMMISSION FEE PER TRANSACTION**

- **GOALS FOR 1ST YEAR**

Portuguese market

100 Suppliers

70 Operators

Team



THANK YOU

Start to enhance your business at soboto.net

Cofinanciado por:

CENTRO 

 PORTUGAL
2020

