

The Stone Soup Leadership Institute's Blue Economy Initiative



Blue Tourism Pathway



Blue Tourism Champion

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NOVA School of Law

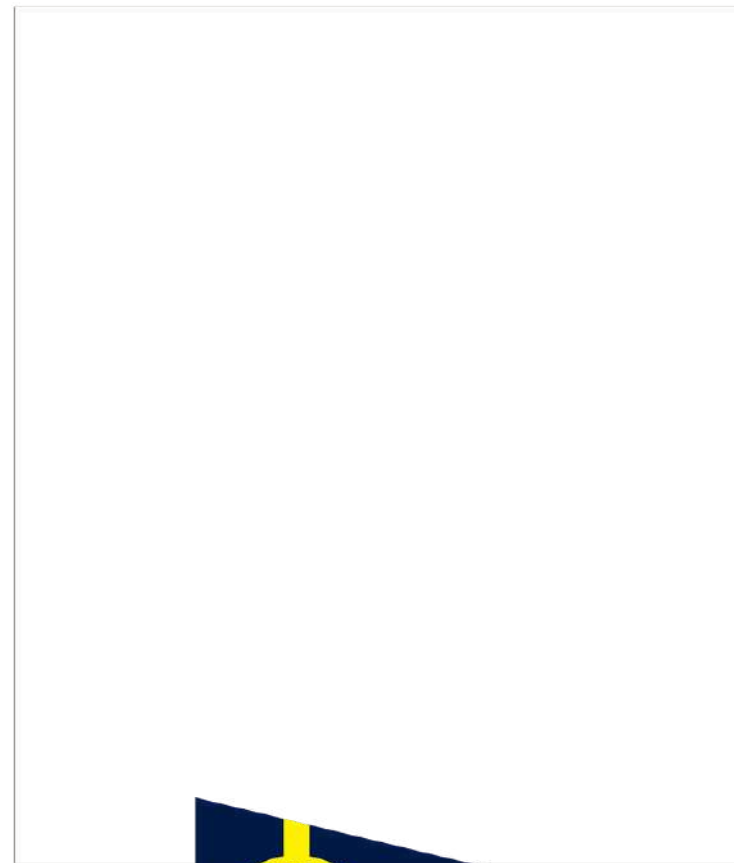
Center for Sustainable Finance at CATÓLICA-LISBON

Our Interviewees

- **Miguel Toscano** |
BOOST – European
Sport for Social Impact
Programme

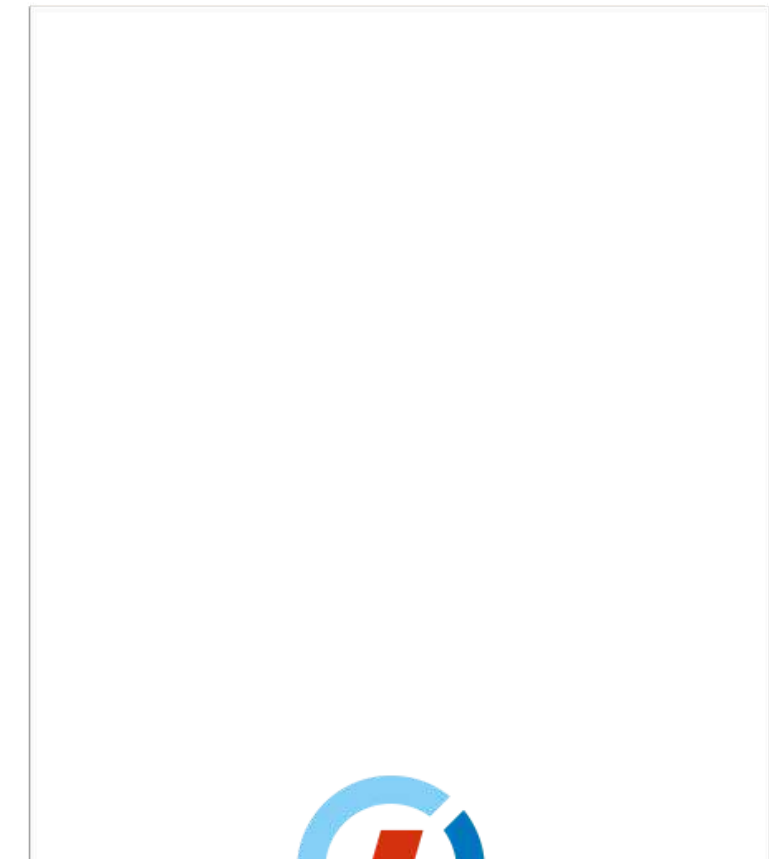


- **Martinho Fortunato** |
Marlagos, S.A.



Marina de Lagos

- **Ana Lourenço** |
Porto de Lisboa



Porto de Lisboa

Trends Within the Portuguese Blue Tourism Sector

- Portugal's tourism sector contributed €60.6B to GDP in 2024.
- The tourism sector has added 18% more jobs between 2023 and 2024 alone, growing faster than the overall economy.
- **Blue tourism is the biggest in the sector, having contributed by nearly 73% in terms of employment and 70% in terms of GVA.**



Trends Within the Portuguese Blue Tourism Sector

- **190,000 new jobs projected by 2035**, reaching 1.4 million employed in the sector.
- **Key challenge: skills mismatch:** vacancies are rising but qualified candidates aren't keeping pace.



Most **Promising Roles** are shifting toward **business, sustainability and management profiles** over purely operational ones, such as **Sustainability Coordinator, Yacht Charter Manager, Ecotourism Coordinator, etc**

Our Recommendations — Key Strategic Actions

- 1 Expand Portugal's Leadership in Tourism to target market Blue Tourism—** Move beyond seasonal, low-wage perceptions
- 2 Bridge the Education Gap —** Align university and vocational programs with what employers actually need: sustainability certifications, nautical skills, digital marketing, and ESG literacy.

Our Recommendations — Key Strategic Actions

3

Make Sustainability Non-Negotiable — Portugal's coastal identity is one of our greatest competitive asset

4

Invest in the Atlantic Advantage — Portugal's coastline and strategic Atlantic position are underutilized. Targeted investment in nautical infrastructure and sailing tourism can make Portugal Europe's leading Blue Tourism Hub.



A CALL TO ACTION

Blue Tourism is a strategic opportunity for Portugal's sustainable future. It is one of the largest industries in the country.

To unlock its full potential, we must invest in professional training, sustainability standards, and Atlantic-focused infrastructure that empower young talent and **position Portugal as Europe's leading blue tourism hub.**