



Turismo do Estoril – Sport Traveller



Key message

- Turismo do Estoril's objective is to promote the region as a very attractive sporting tourism destination, focusing on its major attractions such as outdoor opportunities (e.g. golf, sailing, tennis, adventure...)

Markets

- The whole of Europe

Targets

- An upmarket European audience

Environment

- Multi-sport



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Classical media plan

- Eurosport offered a direct advertising message aimed at increasing the region's awareness to its target
- 20" spots, in an outdoor multi-sport environment including tennis, golf, sailing, adventure but also Moto GP (to relay the Estoril GP).

Sport Traveller “Estoril”

- On top of this classical spot campaign, Eurosport also produced a dedicated 13' program called “The Sport Traveller – Estoril”:
 - A true travel guide around sport giving famous local individuals the word to show us mythical areas and unexpected places where they play their sport but also where they relax. Taking us to their favourite place. The show features images and promotion of the region.
 - Approached Portuguese people come from different worlds: Duarte Nobre Guedes, Nuno Barreto, Rita Pires, Miguel Angelo

