

## **Turismo de Portugal partners with SIBS, through SIBS Analytics service, to deep its knowledge about national and international tourists consumption**

Lisbon, September 26<sup>th</sup> - Turismo de Portugal established a partnership with SIBS for the SIBS Analytics service, allowing it to embed privileged information, of great added value, about consumption behaviors in Portugal. Through this unparalleled service, Turismo de Portugal will have access to personalized reports, based in real, consolidated and impersonal data, processed directly by SIBS. In the context of this partnership, an infographic was developed (“Summer Destinations” enclosed), that shows, among other data, the growing number of payment operations made during summer by the foreign visitors in Portugal and by the Portuguese abroad.

Through this service, Turismo de Portugal reinforces its structural assertive decision capacity, allowing it to define strategies for the future of this industry, based on electronic payment operations and cash data analysis, characteristics and consumption of the Portuguese and foreigners in Portugal.

To kick off this partnership, SIBS and Turismo de Portugal developed the “Summer Destinations” infographic that shows that in 2019’ summer holidays, the foreign tourists spent more 7% in Portugal regarding the same period in 2018, while the bankcard operations increased 17%. Around 85% of these foreigner operations were made by European. Among those, the French were the Europeans with more operations.

At the same time, the Portuguese abroad operations grew 22% during this summer holidays. Europe was the main destination of the Portuguese’ operations (92%), with Spain at the top of the European countries with more electronic payments done. Outside Europe, and analyzing the TOP5 countries where Portuguese made the highest operations number, The United Arab Emirates register the highest value average spent by bankcard (288€)

In Portugal, during this summer period, the regions with the highest variation number of transactions made by Portuguese were Faro, Beja, Viana do Castelo, Bragança and Faial.

“SIBS Analytics, an innovative Business Intelligence service, offers its partners, such as Turismo de Portugal, access to more than one billion indicators about the consumption in Portugal, allowing a 360° vision that can support structural decisions



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making”, says **Gonçalo Amaro, SIBS’ Digital & Ecommerce Director**, adding that “This partnership reinforces SIBS positioning as a Portuguese institutions reference partner for data insights area”.

**Luís Araújo, Turismo de Portugal’ President** highlights that “SIBS Analytics is an important information tool about the expenditure of the foreigners that visit Portugal, allowing a detailed knowledge about the consumption profile of each market. This information is truly useful for the industry companies decision making. So Turismo de Portugal intends to develop a new knowledge services offer for its clients at the TravelBI platform, available at <https://travelbi.turismodeportugal.pt.>”

SIBS Analytics was launched in May 2019, offering data access to Academic researches or to support enterprises business decision. To complement this Business Intelligence Service, the Portal of Consumer Indicators (<https://www.sibsanalytics.com/en>) allows open access to a wide range of data, in a simple way, in different formats such as graphs, maps and infographics. The launch of these new tools consolidate SIBS increasingly innovative services, developing solutions that match their clients and partner’s needs.

#### About SIBS

Founded in 1983, SIBS provides financial, modern, reliable and secure services, particularly in the payments’ area, to more than 300 million users from different geographies, processing more than 3 billion transactions annually. Alongside being a major payment processor in Europe, SIBS is a benchmark in Security and Anti-Fraud solutions and services in Business Process Outsourcing and the Iberian leader in Card Production and Personalization.

SIBS was born and grew up as a fintech, innovating and taking technology as its driver in this path. SIBS reinvented the existing payment methods and created MB WAY, Portugal’s most modern and complete payment service, which allows users to make purchases, instant transfers and withdrawals using the mobile phone only. It’s also the company responsible for the management of the ATM Express and MULTIBANCO Networks, the largest Portuguese ATM network, to which SIBS has added dozens of features, many of them pioneer worldwide. In parallel, SIBS manages multiple digital payment channels, from Automatic Payment Terminals, to online channels or mobile phones. It is also an important international player, present in several markets, namely in Europe and Africa, where SIBS solutions operate in more than 330 thousand terminals that process around 2 billion transactions, especially in Poland, where SIBS owns Paytel, one of the most dynamic payment terminal operators in that market.

Committed in its daily work, SIBS is constantly pursuing its mission of being the reference partner of public and private entities, creating value for Society through the development and management of payment solutions, processes and related services based on technology that combine safety,



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convenience and innovation, respecting the good behavioral principles and the sustainability conditions.

You can find more information about SIBS at [www.sibs.com](http://www.sibs.com)

About Turismo de Portugal at [www.turismodeportugal.pt](http://www.turismodeportugal.pt).