

# THE ALGARVE TOURIST INDUSTRY IS IN GOOD HANDS

"If there's an important job to be done, ask a busy man to do it." This maxim can seldom have been better observed than in the appointment of Sr. Joaquim Manuel Cabrita Neto as President of the Algarve Tourist Board.

A self-confessed workaholic, he runs his businesses — a family-owned food-distributing company, an hotel, a newspaper, supermarkets, the agencies for Philips Electric and Teacher's Scotch Whisky, Prolar foods, and a thriving export company — with a tight rein, while still finding time to be probably the most energetic, enterprising and effective President the Tourist Boards has ever had.

With so much going for him already, why did he accept this vital post? Because what's good for tourism is good for the Algarve, and good for Portugal.

Sr. Neto receives no salary as president of the Tourist Board. Yet he has thrown himself into the job with the determination and zeal of an aspiring tycoon intent on making his first million. And his enthusiasm is catching. Morale among the board's 53 employees has never been higher.

Since Sr. Neto's appointment last December, the Board has opened a new Information Post at Loulé. Two more will start



SR. JOAQUIM MANUEL CABRITA NETO — DYNAMIC PRESIDENT OF THE TOURIST BOARD.

functioning soon — at Olhão and Carvoeiro. Yet another is planned for Monte Gordo, to be opened some time next year.

The Tourist Board's Information Posts (there are now ten) each receive an average of 600 enquiries per day, Faro being the busiest with 895. Tourists ask about train times, hotel rooms, where to go, and what to see. They also pick up the colourful and informative leaflets and brochures that the Tourist Board produces.

As a part of Sr. Neto's overall reorganisation of the Board's activities, these Information Posts will soon start staying open seven days a week, and for longer hours. Also, a public telephone is to be installed in each Post for the convenience of visitors.

What's more, starting this month, the Information Post staffs are all to be sent on a three-month training course. This is to increase their knowledge of the Algarve and of the tourist industry, and so enhance their usefulness to tourists.

Sr. Neto is very much concerned with keeping visitors entertained and happy during their stays in the Algarve. To this end, his Board organises concerts, festivals and exhibitions which are publicised through the Information Posts. The Board also plays host to groups of journalists, travel agents, and others who may be helpful in promoting the Algarve as a year-round resort. The meeting of the Worldwide Organisation of Tourism at the Hotel Alvor this month was arranged by the Algarve Tourist Board.

Who pays for all this? Well, the tourist does (although he possibly doesn't know it). All hotel, restaurant, bar and nightclub invoices include a hidden 3.1%

tourist tax. This money — and it must amount to a very sizeable sum — forms the Algarve Tourist Board's budget.

Although the Algarve Board is administered by the Secretary of State for Tourism in Lisbon, it is nevertheless achieving more and more autonomy. Many hotels, bars, restaurants and nightclubs which used to be classified and inspected by Tourist Department officials from Lisbon, will now be controlled by the Algarve Tourist Board. Only first-class and luxury-class establishments will continue to be Lisbon's responsibility.

Sr. Neto does not predict a spectacularly rapid growth of tourism in the Algarve. But he is hopeful that the Portuguese government will recognise the importance of investing in the infra-structures necessary to open up and develop new resorts along the coast.

Will he stay on as President of the Algarve Tourist Board? He is not entirely sure. He is a businessman (trained in International Business at Pitman's College, London), and feels he should perhaps spend more time on his business affairs.

He is also President of the Hotel Association of the Algarve. And he somehow finds the time to be a good family man. He has a wife and two daughters — Patricia Cristina, 12, and Eduarda Sónia, 7 — to whom he is devoted.

One thing is certain. Whatever Sr. Neto does will be good for the Algarve. Still only 37, this stocky, dark, dynamic man has already — in addition to his other business interests — organised the Algarve's fruit-growing indus-

## WORLD-WIDE PROVIDENT SCHEME

FOR PRIVATE HEALTH INSURANCE  
AVAILABLE TO PERSONS RESIDING OVERSEAS

MEDICAL TREATMENT IS VERY EXPENSIVE IN MOST COUNTRIES

We offer expatriates a method of overcoming any hardship in meeting MEDICAL COSTS

### SPECIAL FEATURES:

- 1 Anyone under 65 years of age can join at normal rates.
- 2 Anyone between 65 and 75 can join on payment of an additional joining premium.
- 3 MEMBERSHIP CAN CONTINUE FOR LIFE.
- 4 A fixed rate of subscription — irrespective of age.
- 5 A comprehensive family cover — to include a wife and any number of children under 18 years of age. You choose the amount of cover you may need.
- 6 Clear-cut benefits payable for treatment given in any part of the world.

President:  
The Right Honourable  
The Earl of Iddesleigh

EXETER HOSPITAL AID SOCIETY  
Register No. 91F  
176 FORE STREET, EXETER, EX4 3AY, ENGLAND

General Secretary:  
K. L. Waldon  
Telephone: 0392 75361

PLEASE SEND ME YOUR OVERSEAS PROSPECTUS: —

NAME .....

ADDRESS .....

MY  
OUR AGES ARE:

ALGARVE NEWS