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NO ESTADO DE SÃO PAULO

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Unprecedented research reveals what residents of tourist cities think

Between the end of November last year and the beginning of January, the Center of Intelligence of Tourism Economics (CITE), of the São Paulo State Secretariat of Tourism, carried out the first Tourism Perception survey, focusing on residents of 70 Resorts and 140 Municipalities of Tourist Interest (MITs).

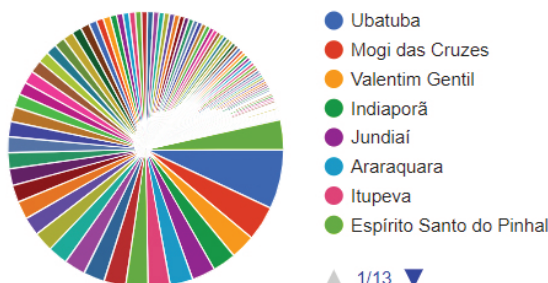
Through an online form, 11,252 residents of 183 municipalities assessed the importance of tourism for their cities and regions, the points considered most delicate and the expectations for the coming years.

Women, between 30 and 39 years old, family income above five minimum wages and complete higher education. This is the average profile of the research participants.

Most residents believe that tourism benefits the municipality's economy (94.2%), generates jobs (91.2%), helps preserve culture (85%) and contributes positively to the quality of life of the inhabitants (84.4%).

For 21 of the 183 municipalities, CITE will deliver, in February, an individualized report, with the opinion of its residents. This was only possible because they reached the minimum number of responses - 190 - which allows a reliable local clipping. All the others will receive the regional report, which is important mainly at the beginning of municipal administrations.

To carry out the research, CITE and the Secretariat of Tourism had the support of municipal structures.



More than 11,000 people in 183 municipalities responded to the survey between November 2020 and January 2021.

Centro de Inteligência da Economia do Turismo - CITE
Secretaria de Turismo do Estado de São Paulo - SETUR SP
PESQUISA DE PERCEPÇÃO DO TURISMO
NOS MUNICÍPIOS DO ESTADO DE SÃO PAULO

Rural tourism: São Paulo offer under evaluation

The Center of Intelligence of Tourism Economics (CITE) and the Tourism Coordination of the São Paulo State Secretariat of Tourism (SeturSP) are mapping Rural Tourism in São Paulo. For the success of the initiative, the support of municipal public managers in the areas of tourism and agriculture is important.

According to the Secretary of Tourism, Vinicius Lummertz, "we are in a favorable moment for such an action, as the research meets the current travel trends that identify the greatest search, due to the pandemic, for rural and nature destinations".

The survey runs until February 11 and the information will be used in promotional materials and guides, content for digital channels, fairs and events. The mapping will bring together enterprises, destinations and tourist regions that work with this segment. SeturSP intends to launch by June 2021 a Rural Tourism guide.

The research is supported by Aprecesp, Abratur, Senac, Consórcio do Circuito das Frutas and São Roque City Hall.

Step by step to answer the survey:

1 - download the file from the link: <https://drive.google.com/file/d/1wksQXDrO7ZyKYXHCLEU5a7mCWSBH0BOz/view?usp=sharing>

2 - fill in the form

3 - send to e-mails: eventos@turismo.sp.gov.br and elen.mello@turismo.sp.gov.br

Survey will show sales in this semester

The second half-yearly survey of travel agencies in the State of São Paulo is already circulating. The focus is on sales for the next six months, in yet another action by the State Secretariat of Tourism, based on the Register of Tourist Service Providers, of the Ministry of Tourism (Cadastur). The survey will also point out the preferred destinations. The first survey took place in July 2020, on the same basis: 10,000 agencies and operators in the state.

"Subsidies for the planning of tourist activity are essential", praises the Secretary of Tourism, Vinicius Lummertz. "This research is yet another instrument that contributes to our portfolio through more complete data on the activities of tourism agencies in the State of São Paulo. It is a mapping that will provide a clearer view of the state's tourist attractions, ready for the market", explained Lummertz.

The survey offers opportunities for the Secretariat to keep up to date with sector data, in addition to supporting the design of public policies. Cadastur is the online system for registering companies and professionals in the tourism sector. Its objective is to promote the ordering, formalization and legalization of tourism service providers in Brazil. In addition to tourism agencies, registration is mandatory for tourist camps, accommodation facilities, event organizers, theme parks, tourist carriers and tourist guides.

Travel agencies can answer this second half-yearly survey until February 14, 2021. **Access through the link: <https://docs.google.com/forms/d/e/1FAIpQLScIYW6-2DdsIBhQkHeRkjK4YN0WKliLTnsJxVMzkt4dKx-jfQ/viewform>**

The arrival of the vaccine, without a doubt, is the best news that tourism could have received at the beginning of the year. Tourists and industry professionals are anxious for the resumption of travel and events. The vaccine is, so to speak, the passport for the return of activities over the next few months, in a progressive and promising way.

However, we have great challenges until we immunize the population - and there is no other way out than to compatible our actions with the recommendations of public health agencies to guarantee the economic survival of the sector. We were the segment most affected by the pandemic and we know this very well. We lost more than 150 thousand jobs and are aware of the urgency of responses.

The impact, however, could have been even greater. We offered more than one billion reais in tourist credit to companies in the state, which

included working capital for companies in financial difficulties, and we transferred R \$ 223.3 million in funds to 180 tourist cities in 2020, a record amount, in the middle of a pandemic. We also supported the creation of hygiene protocols for the return of bars, restaurants and theme parks.

The increase in the number of cases and deaths has led some regions to impose stricter rules on how trade works. We have no choice but to observe the health recommendations, at the risk of retrogression, and unite partners to face this great challenge. We are sure that common sense, open dialogue and science will always guide our decisions.

Vinicius Lummertz
Secretary of Tourism of the State of São Paulo

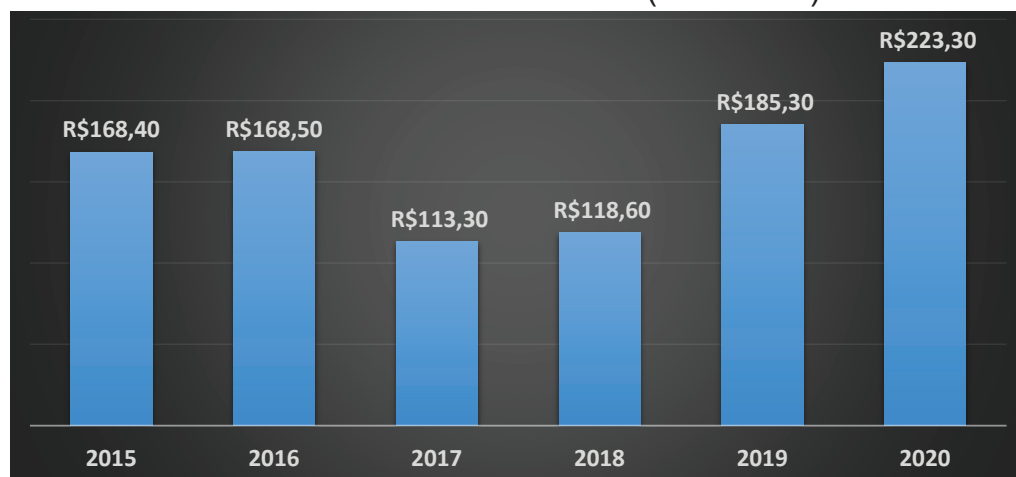
In record year, Dadetur resources reach 180 municipalities

In 2020, the resources transferred by the Department of Support to the Development of Tourist Municipalities (Dadetur) reached R \$ 223.3 million, the highest value in the last six years.

180 of the 210 tourist cities in the State - 70 Resorts and 140 Municipalities of Tourist Interest (MITs) were benefited. Compared to 2019, there was an increase of 20.4% for infrastructure and tourism improvement works.

"This record transfer was important mainly due to the pandemic scenario that was cruel to the entire tourism sector. Cities were able to invest, which generated jobs in other sectors, such as construction, and kept the local economy warm. Now, in a more favorable scenario of return throughout 2021, with the acceleration of vaccination, our tourist cities will be better

Resources released: Dadetur 2015-2020 (in millions)



prepared for the return of visitors", said Vinicius Lummertz, Secretary of Tourism of the State.

To have access to resources, Resorts and MITs must comply with a series of requirements, such

as approval by the municipal tourism councils, the council for guidance and control of the resort improvement fund, preparation of projects and signing specific agreements for each work or phase .

Dadetur: transfers by region in 2020 (in millions)





Campos do Jordão displays its charm from above

Campos do Jordão tourism deserves an Oscar. The categories indicated, the votes of the general public, everything walks and goes up through tortuous curves of the Floriano Rodrigues Pinheiro Highway (SP-123), along the landscapes that take the breath away of any tourist with a camera.

Located in Serra da Mantiqueira, 180.5 km from São Paulo, Campos do Jordão is the highest municipality in the country, at 1,639 m of altitude. When crossing the city portal, which looks like an European village, the visitor enters an environment of refinement and a lot of plastic beauty. There are more than 4.5 million tourists every year, with a greater concentration in winter, with 1.5 million.

There are plenty of reasons to visit the city. The mountain climate, the charm of the morning mist, the fresh air and the green of the Atlantic Forest are ingredients that frame gardens, houses and buildings to fill your eyes. The resort, which belongs to the Mantiqueira Paulista Tourist Region, which has 52,405 inhabitants (according to the IBGE count of 2020), is just as accustomed to the most diverse languages of foreign tourists, as to accents from all over Brazil. In it, the taste of chocolate fondue mixes with the millions of photos clicked on all sides, either on foot or aboard the Maria Fumaça train of the Campos do Jordão Railway.

The gift shops, located inside charming cafes, make every tourist happy. In many of these places, chairs and tables, made of rustic wood, combine with the scenery and music you hear in the background. The climate collaborates with those who like to walk the city, with all the attractions sharing the same good taste.



The quality of the air and the climate made Campos do Jordão famous, which, in the past, was recommended by doctors to patients with respiratory problems. Playwright Nelson Rodrigues was one of its illustrious visitors in search of this quality; in fiction, the character of Cacilda Becker in the film "Floradas na Serra", by Cinematográfica Vera Cruz, from 1954, also visits the city.

In addition to the gastronomy, the pleasant climate and the inviting outdoor activities, Campos do Jordão is also famous for the Winter Festival. The grand event of concert music, whose main setting is the Auditorium Claudio Santoro and which attracts up to 500 thousand visitors annually. The Festival's success is so guaranteed that hotel reservations are made almost a year in advance.

In the historical and cultural part, there is the Boa Vista Palace, which houses a collection of colonial and modern art. There is also the Felícia Leirner Museum, with open-air sculptures, and the Casa da Xilogravura Museum, the largest in Brazil of its kind. Combining culture and flavor, the Chocolate Museum is a hit among

children, where it is possible to learn about the production process of chocolate.





The encounter with the sun every day in Araraquara

270 km away from the capital, in the central region of the state, Araraquara has a diversified economy and strong trade, a high level of education and a tourist vocation. At Morada do Sol, as it is known, modernity goes hand in hand with nature, with numerous preserved historical and cultural heritage sites.

Together with 26 municipalities, Araraquara, with 238 thousand inhabitants, makes up the Centro Paulista Tourist Region, with potential for development due to natural and historical-cultural resources. Business and event tourism is also strong, encouraged by the Gigantão and Arena da Fonte pavilions.

Municipality of Tourist Interest - MIT since 2017, Araraquara has hotels of varied options, in addition to being served by good highways. Not to mention gastronomic and rural tourism, such as the Bueno de Andrada district and settlements. For ecological tourism activities, Morada do Sol has the Parque Pinheirinho Otaviano de Arruda Campos, inside the urban area, and houses the Olegário Tolói de Oliveira Training Center and the Circuito de Rodas. The complex also has swimming pools, food court, playground and sports courts, among other attractions.

If the visitor's interest is historical and cultural, there is the Voluntários da Pátria Historical and Pedagogical Museum, an eclectic collection that brings together objects from coffee farms, for personal use, for work, machines (telephones, radios, typewriters, cameras, watches), furniture, porcelain, sacred art and popular art, among other objects. The city also has the Archeology Museum, in addition to the



Football and Sports Museum and the Francisco Aureliano de Araújo Railway Museum, specific collection on the railway, mainly the Araraquara Railway (EFA), with furniture, tools, documents, photographs and models.

The Casa da Cultura Luís Antônio Martinez Corrêa houses the Municipal collection, the Municipal Pinacoteca and the Municipal Historical Archive. There, courses, art workshops and exhibitions are held. Beside it, the City Hall and the Casa da Cultura form an architectural ensemble listed in 1998, in the city center. Also in cultural terms, there is the Municipal Public Library Mário de Andrade, opened in 1943 and named after the writer, who encouraged its creation, having donated 600 books of his personal collection.

The visual highlight of Araraquara is the Boulevard of the Oitis, at Rua Voluntários da Pátria, or Rua Cinco, which crosses the entire

historic center of the city for nine blocks. The name honors the 30 fighters from Araraquara who participated in the Paraguayan War in 1865. There is a section that forms a green tunnel to house 300 centenary oiti trees. The original pavement of the street, with granite cobblestones, was also preserved.

In the sports field, it has the Municipal Stadium Doutor Adhemar Pereira de Barros - Arena da Fonte, one of the most modern in the interior of São Paulo, with capacity for

25 thousand people. In addition to well-kept and attractive squares, such as Independência (Public Garden), Matriz, Cléia Honain, Pedro de Toledo, Major Abel Fortes (Children's Park) and Santa Cruz, thousands of people visit the Shrine Schoenstatt every year, located in the Botanical Gardens, attracting pilgrims from neighboring cities, such as Dourado, Ibaté and São Carlos, among others.

Conturesp creates working group

On January 12, the first 2021 meeting was held, still in a virtual way, of the State Tourism Council - Conturesp. During an hour and a half, several topics were reviewed and the first referrals of the year were made.

Guilherme Miranda, executive secretary of tourism, called on the participants to improve the performance of the Council so that “there is always a good dialogue between the private sector and the State Government. Synergy is important in this two-way street that involves the Secretariat and the councilors”. Such considerations were positive and converged to the creation of a Working Group, with five representatives, to strengthen and systematize the actions of the Council. To speed up the process, José Roberto Magalhães, executive secretary of Conturesp, made a proposal to be available in a virtual room, once a week, “so that the board members can discuss topics that would already be briefly taken to the ordinary meetings held every month”.

The main theme of the meeting was the General Data Protection Law, under the responsibility of the specialized engineer, Umberto Forti, with a focus on bringing knowledge to trade entities. Forti emphasized that companies must prove at least one of the following legal bases to be able to perform the treatment of personal data: consent, legitimate interest, execution of contracts, health, research, life, public policy, legal obligation, judicial or administrative processes and protection of credit. The entire program was made available to the directors.

Before ending the meeting, Secretary Miranda asked that the Plan Turismo SP 20 30 be forwarded to each councilor. “This is a collective development led by the São Paulo State Secretariat for Tourism, with actors from the state tourism and the participation of national and international agents. Its main objective is to establish guidelines, objectives, goals and control mechanisms that are capable of transforming the state of São Paulo into a new national and international reference for tourism”. This Plan combines the main vocations of the state, which, articulated with the Market and establishes political, economic and institutional conditions for São Paulo to be the protagonist of tourism of the future.



APRECESP's new board elected

Marco Antonio de Oliveira, mayor of Morungaba, was elected president of the Association of City Halls of the State of São Paulo (Aprecesp). The group led by Oliveira, “Tourism of São Paulo Even Stronger”, had 24 votes, against 16 from competitor “Strong Tourism”. The mayors of Itanhaém, São José do Barreiro, Brotas, Mongaguá, Campos do Jordão, Nuporanga, Holambra and Iguape are part of the new board.

The elected, deputy in the previous administration, had already been in office since the leave of the then president, Leandro Stack, from Santa Rita do Passa Quatro.

The secret vote took place shortly after the presentation of the 2020 management balance. Present at the election, alongside the Secretary of Tourism of the State of São Paulo, Vinicius Lummertz, and Marco Antonio de Oliveira himself, were state deputy Edmir Chedid and the chief of staff of the São Paulo State Secretariat for Regional Development, Juliana Ogawa, representing Secretary Marco Vinholi.

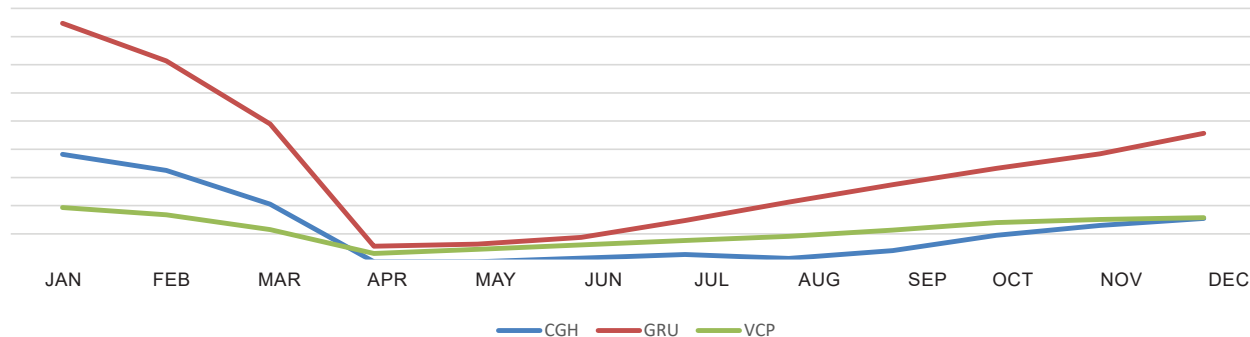
Aprecesp is a non-profit organization, created in 1985 with the objective of representing interests and working for the tourist development of the 70 resorts in the State.



São Paulo tourism data - air transport market

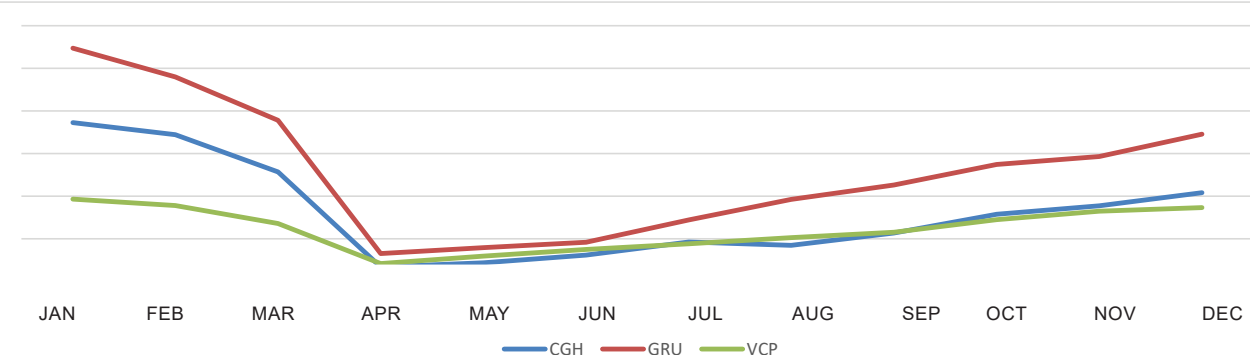
Passenger Flow in Congonhas *, Guarulhos and Viracopos

Positive variation of + 15.5% in December, compared to November 2020



Aircraft Flow in Congonhas *, Guarulhos and Viracopos

Positive variation of + 14.3% in December, in relation to November 2020



**São Paulo State
Tourism Secretariat**

Vinicius Lummertz
Secretary

Guilherme Miranda
Executive Secretary

Wagner Hanashiro
Chief of Staff

Rodrigo Ramos
Tourism Coordinator

**Center of intelligence of
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2020: one billion fewer arrivals

The World Tourism Organization (UNWTO) released the 2020 balance sheet for the sector's losses. There were 1 billion international arrivals less or a 74% drop compared to 2019. In value, US \$ 1.3 trillion lost in export earnings. In jobs, between 100 and 120 million were impacted - by the loss or some kind of adjustment.

In the comparison by regions, the American continent, with 69% less, was the least affected. Africa lost 70%, Europe, 71%, the Middle East, 76%, and Asia and the Pacific, 84%.

"We are aware that the crisis is far from over," acknowledged Zurab Pololikashvili, secretary general of the UNWTO. The statement is due to the continued need for isolation and, to avoid further outbreaks, the restrictions on travel that have been adopted by several countries.

In a survey carried out by the UNWTO with a group of industry experts, 50% do not believe in the total recovery of the sector before 2022 - in the previous survey this result appeared in only 21% of the responses.



TURISMO + ENVIROMENT

On January 11, the Secretariat for Infrastructure and Environment (SIMA) published the Public Consultation on the concession of the Cantareira and Alberto Löfgren State Parks (Horto Florestal), both located in the capital. Stakeholder suggestions should be sent by 11 February.

The initial proposal is for a 30-year concession. During this period, the winner must revitalize, modernize the structure and manage and strengthen the conservation of the two units, respecting specific environmental standards. The project also aims to facilitate connections between the parks by opening long-distance trails, internal and external transport, transforming the

areas into a relevant ecotourism hub in the city of São Paulo.

Brazilian and foreign companies and entities will be able to participate in the process of choosing the future concessionaire, which should invest around R\$ 44.5 million, of which R\$ 25.9 million to be invested in the first six years of acquisition of the areas.

The two parks are adjacent, inserted in the Metropolitan Region of São Paulo, also involving the municipalities of Mairiporã, Guarulhos and Caieiras. Both are listed by CONDEPHAAT and CONPRES and are part of the Biosphere Reserve of the Green Belt of the City of São Paulo, part of the Atlantic Forest Biosphere Reserve.