



Water Wheel in Adamantina

SÃO PAULO STATE TOURISM SECRETARIAT REPORT



Feb/2021 #88

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Seade will monitor State tourism data

Agreement with the Secretariat of Tourism to assess economic impact and jobs

As of April, the monitoring of economic activities and jobs in tourism will have the technical reinforcement of the State System of Data Analysis Foundation (Fundação Seade). Through a cooperation agreement signed with the São Paulo State Secretariat of Tourism, the Center of Intelligence of Tourism Economics (CITE) will have access to global studies, from all over the state, to the cut-outs by administrative region and by activity segment. In practice, tourism will be part of the Seade data panel, as well as industry, commerce and services.

For the State Secretary of Tourism, Vinicius

Lummertz, the initiative will add subsidies for the evolution of the sector. "We will have methodologies for calculating added value and short-term indicators for monitoring the activity".

The deputy director of Methodology and Data Production at the Seade Foundation, Carlos Eduardo Torres Freire, highlighted the importance of this technical cooperation. "Seade will analyze the feasibility, consistency and reliability of the databases for the construction of indicators. The production of information on Tourism is a strategic project for the State of São Paulo".

Activities foreseen in the agreement

- ▶ Methodologies for calculating GDP in the tourism sector and short-term indicators for monitoring sector activity
- ▶ Calculation of employment in the tourism sector based on data from the Annual List of Social Information - RAIS, the General Register of Employed and Unemployed - Caged and the Continuous National Household Sample Survey - PNADc
- ▶ Cooperation for technical improvement of the indicators used by the São Paulo State Secretariat of Tourism

Data from the tourism perception survey point to optimism in the sector

Participating cities can access the results through the website of the State Tourism Secretariat

Residents of cities in the interior of São Paulo who responded to the Tourism Perception Survey, carried out by the Center of Intelligence of Tourism Economics of the São Paulo State Secretariat of Tourism, will be able to access the results on the Secretariat's website.

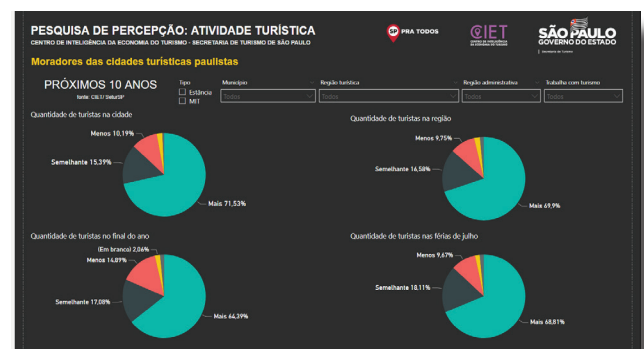
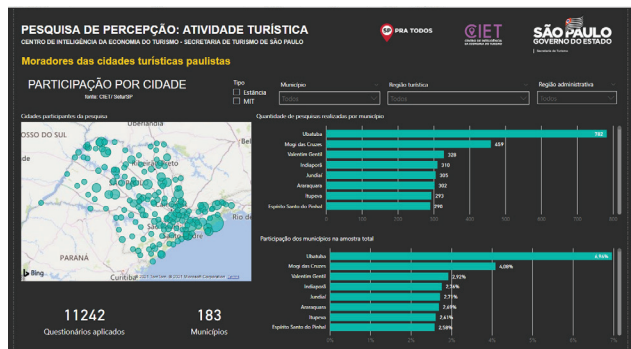
The unprecedented survey was carried out between November 2020 and January 2021, with the aim of understanding how residents of Tourist Resorts and Municipalities of Tourist Interest (MITs) see the presence of tourists in relation to the local economy and culture - and even the possible negative impacts on the lives of citizens. In all, 11,242 people answered the questionnaire in 183 municipalities.

In general, the survey showed that the presence of tourists is well regarded by residents, contributing directly to the cultural and

economic growth of different locations. The average of responses that considered the tourist activity as beneficial for their cities and for the local economy was over 80%.

The highest assessment of the entire survey was the expectation of growth in the number of tourists in the next decade. Most of the interviewees are already betting on tourist expansion in their cities this year, with the holidays of June and the end of the year.

The average of negative evaluations in relation to the tourist impact in cities - considering aspects such as traffic, real estate speculation and environmental impact - was below 50%, showing that the tourist presence brings more advantages than disadvantages, according to the perception of the residents themselves.



The survey is available for consultation at <https://www.turismo.sp.gov.br/publico/noticia.php?codigo=2106>

As I said in a recently published article, governments are rarely the authors of isolated actions. On the contrary, they almost always drive systemic movements. Governments are multiplatform and the good results of a management depend, to a great extent, on correct, coordinated and timely decisions.

We have many positive examples of this dynamic, including in tourism. The onlendings from Dadedur, last year, reached 180 tourist municipalities and reached R\$ 223.3 million, the highest value in the last six years. The works not only maintained seven thousand jobs, but also guaranteed the improvement of the tourist product, with a direct impact on trade and services in the benefited cities.

Without denying the gravity of the situation that we live because of the covid-19, the choices of the Government of São Paulo, if bitter, kept the

state functioning, the industries and the civil construction producing, even though sectors of greater human interaction have suffered a little most.

At the same time, São Paulo provided the vaccine, the solution sought around the world, that Brazil found in Butantan. With the start of the application of CoronaVac, there was already a breath of optimism, projecting the growth of the national GDP by 3.5%.

The return of activities now has a horizon, the correct decisions of 2020 will make our 2021 and 2022 better, for São Paulo and Brazilians. We must move in the same direction, join efforts in all areas and expand the impact of our achievements.

Vinicius Lummertz
Secretary of Tourism of the State of São Paulo

Tourism cities in São Paulo received R\$ 27.4 million at the beginning of 2021

The Department of Support to the Development of Tourist Municipalities (Dadetur), of the São Paulo State Secretariat of Tourism, transferred R\$ 27.4 million to 50 cities - Municipalities of Tourist Interest (MITs) and Resorts - in the beginning of 2021.

Baixada Santista was the main beneficiary, with R\$ 14 million - Santos received R\$ 10.8 million. Then comes the regions of São José dos Campos, with R\$ 4 million, Metropolitan Region of São Paulo, R\$ 2 million, Campinas, R\$ 1.3 million, Marília, R\$ 1.2 million, Sorocaba, R\$ 1.1 million, Registro, R\$ 962 thousand, São José do Rio Preto, R\$ 852 thousand, Franca, R\$ 808 thousand, Bauru, R\$ 385 thousand, Central (Araraquara / São Carlos), R\$ 170 thousand, Ribeirão Preto, R\$ 157 thousand, and Presidente Prudente, R\$ 80 thousand.

As in 2020, the onlendings from January and February went to the works that are



The Restoration of Colégio São Luiz, in Bragança Paulista

in progress. The intention is that they can be completed, helping to improve the quality of the local tourist product, as well as helping to maintain jobs.

Record - Last year, the total amount transferred to

tourist cities reached R\$ 223.3 million, the highest in the last six years, and 180 municipalities. To access these resources, MITs and Resorts must comply with a series of legal requirements, including the preparation of projects, submitted for approval.



In Caraguatatuba, the infrastructure of Morro do Camaroeiro is being made with State resources



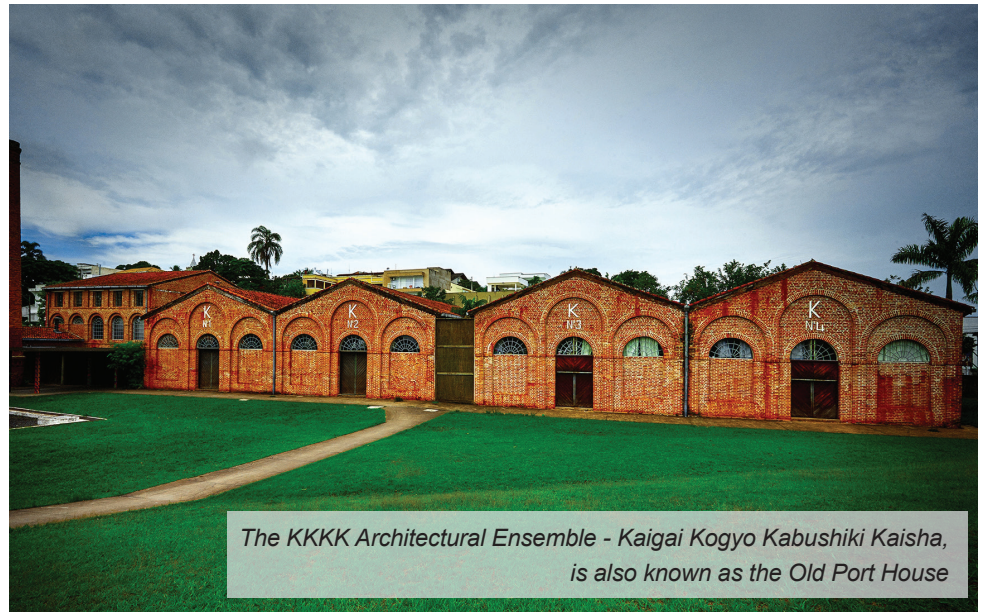
Between gold and tea, Brazil and Japan meet in Registro

Registro is the largest city in the Ribeira Valley. Official landmark of Japanese colonization in the state, as it was the first locality to receive immigrants interested in investing in their own production. The Iguape Complex (Registro Colonies, Sete Barras and Katsura or Giporua) was chronologically the first large colony formed by Japanese in Brazil, the first among those founded by private capital.

186 kilometers away from São Paulo and with the largest population in the region - just over 53 thousand inhabitants (IBGE / 2020), it is known as the "Capital of the Ribeira Valley" and "Capital of the Tea", in allusion to one of its main exported products. One of the most well-known points is the KKKK Architectural Ensemble, also called Old Port House. It is a set - composed of four warehouses and a mill - that was destined for the processing of rice, which started to be built in 1920. "KKKK" (Kaigai Kogyo Kabushiki Kaisha) means in Japanese: Overseas Supplement Company Cooperation and by its historical and architectural importance, Condephaat toppled the building in 1987 and Iphan recognized it in June 2010.

In several places there are sculptures by the plastic artist Yutaka Toyota, made with material from the old tea factories and warehouses and from the rice processing plant. Toyota is a painter, printmaker, designer, sculptor, with more than 50 years of career. He has works in countless countries and his works are part of important collections and museums.

The Amaya Tea Factory is located in Registro, one of the oldest family



The KKKK Architectural Ensemble - Kaigai Kogyo Kabushiki Kaisha, is also known as the Old Port House

companies in this segment in Brazil. With more than 80 years of history cultivating and producing, today it is already in the care of the third generation, catering to the market for specialty teas manufactured in Brazil.



Budist Temple Bell

A reference in religious tourism, on August 31, 1926, the cornerstone of the Igreja Matriz São Francisco was laid. In the center of the symmetrical façade, there are two straight pilasters that frame the image of São Francisco Xavier, the "Apostle of the Orient". Japanese settlers brought the Buddhist religion to Registro, whose prime example is the Honpa Hongwanji Temple, which enchants not only for being a place of extreme peace and reflection, but also for its Japanese-style architecture. It is located 2 km from the city center.

The story goes that the municipality, which comes from a small village located on the banks of the River Ribeira de Iguape, received the name Registro for its responsibility in registering all gold explored in the region. On November 30, 1944, Registro emancipated from Iguape, becoming a municipality on January 1, 1945.



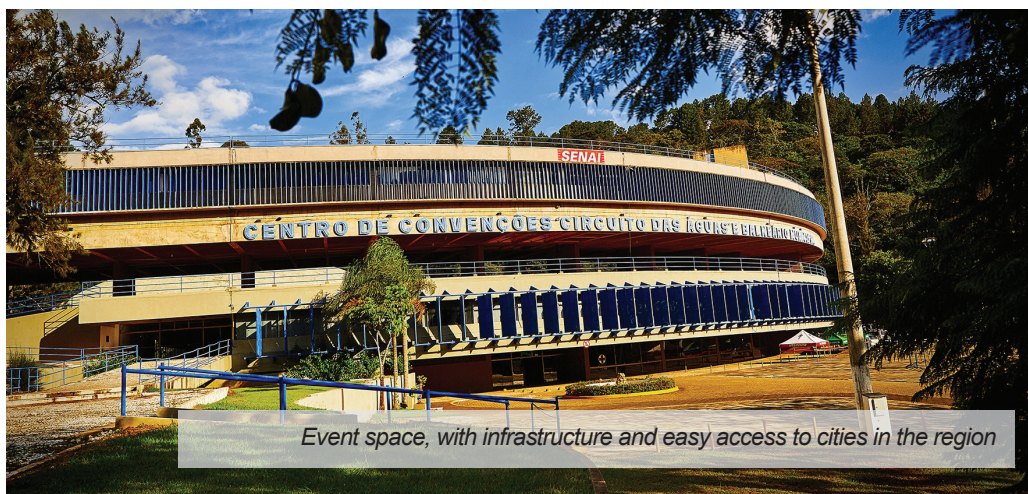
Serra Negra has clean air and healing waters

Serra Negra is one of the beauties of the Water Circuit, with an area of 203.734 km² composed of rocky elevations - its altitude is 927 meters reaching 1,300 m in its peaks - abundant vegetation and pleasant climate. It has a population of 29,452 people (IBGE / 2020) and is located 142 km from the capital. It began to gain fame when therapeutic properties were discovered in its mineral water, which earned it the title of "City of Health".

Those who like coffee, wine, cachaça, organic products and cheese can visit the properties and see up close how the manufacture of these products works, in addition to delighting with the options. Whoever wants to know the natural beauty and the waters of the municipality should look for the water fountains and the different options of parks.

It is a city to be seen from above. Alto da Serra, for example, has 1310 meters, where you can enjoy a beautiful view and see more than ten cities in the region; the Pico do Fonseca, 1080 meters high, which has a monument of Christ the Redeemer of 18 meters, with 6 meters of pedestal and 12 meters of the statue, and its access can be made by vehicle or by cable car. It is an air ride of 1500 meters in length and with a panoramic view of the city. If you want to visit Serra Negra without walking too much, the Tia Linda and Maria Fumaça train is the traditional city tour and the itinerary includes the Parque Fonte Santo Agostinho, Parque Fonte São Luiz and the Cultural Market.

Another recommended and different attraction is the Disneyland of Robots.



Event space, with infrastructure and easy access to cities in the region

Aiming at recycling and reusing materials, the place has several mechanized and interactive robots and gadgets. The attractions are the mechanized mini city, kaleidoscope, train, mini railroad, Egyptian pyramid, replicas of weapons and missiles, cyclist robot, iron dinosaur, killer robot, robot disco, water mill, panoramic view of the sun tower, museum of Egypt, labyrinths and percussion robot. Perfect attraction for children.

Serra Negra has the Convention Center of the Circuito das Águas Paulista, a space for events, with infrastructure and easy access to the cities in the region. In total, there are

15 thousand square meters of built area with three auditoriums that hold 1,140, 180 and 80 participants and its entrance hall is for eight thousand people.

There are two accesses by car from the capital: the shortest is through Fernão Dias Highway (BR-381), Bragança Paulista, Pedro Astenor Marigliani Highway (SP-008) and the road to Monte Alegre do Sul (SP-287). A little longer (150 km), it is through the Anhanguera Highway (SP-330), the Alkindar Monteiro Junqueira Highway (SP-063) to Itatiba, the Dom Pedro I Highway (SP-65) and the Engenheiro Constâncio Cintra Highway (SP-360), passing through Amparo.



The cable car ride offers a panoramic view of the city

Conturesp creates working group

The Tourism Council of the State of São Paulo (Conturesp) held an extraordinary virtual meeting, on Tuesday morning (23), with the objective of preparing a document containing the claims of its members regarding the pandemic caused by the covid-19. As the council brings together different entities, it was established that all of them should present their requests and later join them in a single document.

Many members took the floor to show the scenario they are going through, since the sectors such as events, hotels, bars and restaurants, tourist transport, among others, are experiencing very special circumstances for almost a year, resulting in an unstable survival. Many members expressed their opinion about the need to reduce or install taxes or services from concessionaires, such as ICMS, IPVA, electricity and IPTU, as the main items to ease the moment. They also spoke about obtaining credits for small and medium-sized entrepreneurs.

The Executive Secretary of the Council, José Roberto Magalhães, informed that he will compile the demands of the entities and after everyone's agreement, join them in a single document, as a consensus agenda, and take it to the State Secretary of Tourism, Vinicius Lummertz so that, later on, it can reach Governor João Doria.

The council members also asked the secretary Magalhães that the guidelines of the Legislative Assembly, related to tourist activities, go through Conturesp, which resulted in the formation of a Working Group to monitor the bills in progress.



City hall publishes report on pandemic impacts on São Paulo tourism

The Municipality of São Paulo, through the Municipal Secretariat for Economic Development, Labor and Tourism (SMDet), São Paulo Turismo (SPTuris) and the Municipal Tourism Council (Comtur), released the report on the impacts of the Covid-19 pandemic on tourism of the city of São Paulo - 2020. The document updates the data released in the first semester by the Observatory of Tourism and Events of the City of São Paulo (OTE), a nucleus of studies and research in tourism in the capital of São Paulo.

The material presents the evolution of the main tourism indicators in the year and the effects of the pandemic in the various sectors that make up the sector's chain. In addition to consolidated data from entities and the Center of Intelligence of Tourism Economics of the São Paulo State Secretariat of Tourism, OTE conducted a survey of approximately 1,200 respondents, covering the following segments: accommodation, tourism agents, receptive, tour guides, promoters and event service providers, event spaces, tourist attractions and members of Comtur.

In addition to the current panorama of the sector, the document also presents trends for global tourism, as well as the first measures adopted by the municipal government to support the sector and minimize damage, and the positive innovations and movements triggered by the crisis.

There is also a compilation of suggestions for proposed actions so that the resumption of tourism in the city happens as soon as possible, in view of the goals of the Municipal Tourism Plan (Platum) 2019/2021.



The report is available at
www.prefeitura.sp.gov.br/cidade/secretarias/desenvolvimento/turismo/

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TOURISM + AGRICULTURE

In order to create a Rural Tourism Guide in the interior of São Paulo, the Secretariat of Tourism is mapping farm hotels, wineries, apiaries, visiting farms, regional itineraries and other attractions. Enterprises, destinations and tourist regions can complete an online form that will serve as a basis for the launch of the Guide, which should occur in the second half of 2021.

The deadline for completion is March 11 and the success of the initiative depends directly on the support of municipal public managers in the areas of tourism or agriculture.

In addition to the Rural Tourism Guide, the research information will be used in promotional materials, content for digital channels, fairs and events. The answers will also be useful for the Secretariat to develop improvements for this business model.

Owners of rural enterprises with tourist appeal interested in registering should contact the city hall of their municipality to find out if their business meets the mapping parameters. It is important that farms, for example, have some itinerary, infrastructure for receiving or accommodating visitors and conditions for receiving cars, tour buses and even people with special needs.

The form is available at the link:

https://www.turismo.sp.gov.br/publico/noticia.php?codigo=2095&cod_menu=2095



Fazenda Laoanda, in Bananal: the history of coffee in Vale do Paraíba

WTTC: recovery of more than 100 million jobs in 2021

More than 100 million jobs can return to the global travel and tourism sector by 2021, while the world is recovering from the COVID-19 pandemic, says the World Travel and Tourism Council (WTTC).

According to the entity, the sector starts its recovery path from the end of March, with many of the main travel companies reporting a significant increase in future bookings.

The revival of the sector is supported by the latest economic forecast from the WTTC, which gives more hope for next year for companies and millions of people employed in the sector worldwide.

Last year, during the height of the pandemic, the WTTC warned that 174 million travel and tourism jobs worldwide were at risk. However, in its latest analysis, the WTTC's more optimistic scenario predicts that up to 111 million jobs can be revived - but that would still be 17% below 2019 numbers, accounting for 54 million fewer jobs.

The best scenario, with travel recovery starting in late March, takes into account widespread vaccination programs and a rapid adoption of comprehensive testing and screening regimes, together with strong and continuous international coordination of the public and private sectors.