

MONITORING TRAVEL & TOURISM SP

MARCH 2021

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SP FOR EVERYONE



SÃO PAULO
STATE GOVERNMENT
IN BRAZIL

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SETUR SP starts training in tourism research and monitoring in São Paulo destinations

The objective is to create data collection and methodology to improve the state's tourism offer

The Center of Intelligence of Tourism Economics (CITE) of the São Paulo State Tourism Secretariat (SETUR SP) started a series of courses on collecting and analyzing data on the sector. The focus is on the teams of the City Halls

Taken remotely and lasting eight hours, divided into two days, the initial concepts about data, statistics and research and their importance are presented. In order to create an efficient and standardized methodology, the sources that allow monitoring the flow of visitors and their impact are detailed. These data will help city halls and the state secretariat to understand these displacements, as well as how to expand or organize the offer.

"The course is important, as it presents tools that will facilitate the collection and analysis of information in a fast and organized way", comments Fábio Montanheiro, CITE coordinator. For Vinícius Lummerz, State Tourism Secretary, the training starts at an appropriate time: "We are at the beginning of a four-year cycle of municipal administrations and, in addition, in many cities there has been an exchange of teams. Today, due to the pandemic, we should not travel, but the standardization in the collection and treatment of these data will

be important for the resumption, which, with the vaccination evolving, should be strong".

Started on March 11, for cities in the regions of Presidente Prudente, Itapeva and Marília, classes are held every two weeks on Thursday afternoons (from 2 pm to 6 pm) and Friday mornings (9 am to 1 pm), until the end of June. There will be eight classes with representatives from almost 400 municipalities.



Research will evaluate the presence of tourism specialists

How many professionals, with some type of training in tourism, work in the city halls of the state of São Paulo? Are tourism specialists, tourism guides and technologists part of the main initiatives of municipal public administrations in the area? To clarify these and other doubts, the São Paulo State Tourism Secretariat, through its Tourism Coordination - COTUR and the Center of Intelligence of Tourism Economics - CITE, has just launched a survey on the labor and academic reality of the municipal teams. The initiative is supported by the Brazilian Association of Tourism and Tourism Professionals, São Paulo Section - ABBTUR-SP.

“Researches are fundamental elements for the advancement of

our performance and, with this work, we intend to identify relevant information that will subsidize both the state and the municipalities in the planning, development and practice of tourism activity”, emphasized the State Secretary of Tourism, Vinicius Lummertz.

“Turismologist” is the top-level professional who knows, analyzes and studies tourism in its entirety. The Tourism Guide, the only regulated profession in the sector in Brazil, is the professional whose function is to advise tourists or visitors, guiding and presenting places and sights, in addition to providing support in the logistics of the trip. In turn, the Technologists are trained in a higher technology course in Tourism Management, Hotel Management, Events and Gastronomy.

The image shows two overlapping survey forms. The left form is titled 'PESQUISA CITE' and 'MAPEAMENTO DA PRESENÇA DE TURISMOLOGOS NA GESTÃO PÚBLICA'. It features a map of São Paulo and logos for 'SP PRA TODOS' and 'SÃO PAULO GOVERNO DO ESTADO'. The right form is titled 'PANORAMA DA GESTÃO PÚBLICA DO TURISMO NO ESTADO DE SÃO PAULO'. It includes a description of tourism, a 'Origem' field, an 'Endereço de e-mail (opcional)' field, and a section for 'Você é formado(a) em Turismo?' with radio button options: 'Sim, Técnico', 'Sim, Tecnólogo', 'Sim, Bacharelado', 'Sim, Licenciatura', 'Sim, Pós-Graduação', 'Estou em processo de formação na área', 'Não, mas tento mais de 5 anos trabalhando na área', and 'Não sou formado na área e/ou não trabalho com turismo'.

The survey is available for answers at http://bit.ly/panorama_gestao_turismo_pesquisa until 4/15/2021.

The restart of tourism, conducted carefully by the sector, always in the light of science and health protocols, had to be interrupted with the advance of the second wave of the pandemic across the country. With crowded hospitals and daily records in the number of dead and contaminated, how to resume travel, expand the connectivity of destinations and stimulate tourism?

Undoubtedly, the moment is to take care of our health and create a support network to support the sector for a few more hard months of restrictions and difficulties. That is how the government of São Paulo has been acting.

On the one hand, it has expanded listening to sectors and offered economic relief packages, such as the one that benefited tourism with credit of R\$ 100 million for companies, suspension of gas cuts, negative debts, exemption from ICMS on milk and reduction of the meat tax.

On the other hand, it has surpassed itself day by day with the production of more vaccines: the Butantan Institute doubled the number of employees in the filling line to meet the demand for immunizers against the coronavirus and formed a task force to accelerate the production of doses of Coronavac for the whole country. The effort has already yielded 25 million doses to the country and, until the end of August, should reach 100 million units.

The recovery of tourism is due to the vaccine and we all know that. For this reason, we need to speed up vaccination with more vaccines than that of Butantã - and encourage all actions that can stimulate a national movement for immunization. We must continue to take care of ourselves, strengthening partnerships and, in a chorus, asking for more vaccines.

Vinicius Lummertz
Secretary of Tourism of the State of São Paulo

Fornatur debates actions to support private initiative

The National Forum of State Secretaries and Directors of Tourism - Fornatur - met in March to assess the main initiatives and emergency measures to deal with the covid-19 pandemic and its consequences, mainly economic. Bruno Wendling, from Mato Grosso do Sul and president of Fornatur was the moderator. Each participant detailed the local situation. All defended vaccination as the path to economic recovery and reaffirmed that tourism, as an organized activity, is the victim and not the villain in the story.

The Secretary of Tourism of the State of São Paulo, Vinicius Lummertz, presented the most recent economic, fiscal and tariff support plan for bars, restaurants, gyms, beauty salons and event production companies. The package prioritizes establishments with monthly revenues of up to R\$ 30 thousand with new credit lines, suspension of supply tariffs, in addition to the resumption of tax incentives on milk and meat.

As part of the support structure, Lummertz highlighted the importance of the banks Desenvolve SP and Banco do Povo, both from the State Government. "They already offered R\$ 2 billion during the coronavirus crisis, to support entrepreneurs. Micro and small companies will have a special financing line via Desenvolve SP in the amount of R\$ 50 million, with a payment period of 60 months, a grace period of 12 months and an interest rate of 1% per month plus Selic, in addition to the waiver of a Negative Debt Certificate. The benefits will

be offered from March 31 on the website www.desenvolvesp.com.br", emphasized the secretary.

He also said that customers will not be "negative" for debts recorded between February 18 and April 30 in consumer accounts, such as water and gas. Merchants can renegotiate agreements and renegotiate debts through monetary restatement, without fines and interest. The term for payment in installments will be 12 months. Lummertz informed that the Government of São Paulo is meeting with the mayors of tourist destinations to, together, find solutions that mitigate the current scenario. The secretary suggested that Fornatur elaborate a motion to access Tourism credit for Pronampe, Fungetur, BNDES, Banco do Brasil and Febraban. During the meeting, it was emphasized the importance of each participant to involve the deputies and senators of their states with the cause of tourism, since political participation is considered timid.

The National Forum of State Secretaries and Directors of Tourism (Fornatur) was created on November 7, 2000. It is a collegiate formed by the Secretaries of State for Tourism or State Tourism Body Presidents who meet to deliberate on the topics relevant to national tourism, incorporating state, regional and national demands, expressing the thinking and action of the state executive in tourism management, The President of Fornatur has a seat on the National Tourism Council.

Conturesp analyzes the inventory proposal and remembers the tourist opportunity in the 22nd centenary

With diversified themes, analyzes and manifestations of the representatives of the entities, the meeting of the São Paulo State Tourism Council (CONTURESP) took place on March 9, still virtual due to the pandemic.

Two "round anniversaries", in 2022, were remembered: the Centennial of the Modern Art Week of 1922, whose epicenter was the Municipal Theater, and the 200th anniversary of the Proclamation of Independence, on the banks of the Ipiranga river.

"We are already working on these dates that are so significant for our history and that will benefit the tourist activity", emphasized Rodrigo Ramos, Tourism coordinator at SETUR-SP, who represented the secretary Vinicius Lummertz. Ramos informed that They are participating in a work group about the Week of 22, led by the Secretariat of Culture and Creative Economy. "It will certainly attract many

tourists to the State ", argued Ramos.

Amid the list of demands, the restaurant, hotel and transportation sectors are moving to create a political force to possibly try longer terms to pay off loans and financing contracted with Banco Desenvolve SP.

Another theme was the updating of the Digital Platform for the Tourist Inventory of the State of São Paulo by SETUR. Reason: the Tourism portfolio will forward a request to the 645 mayors to indicate who is responsible for inserting the data and updates on the platform.

Finally, Conturesp members were informed that the Center of Intelligence of Tourism Economics (CITE), from Setur, with the support of the Tourism Coordination - COTUR, started to conduct a course on Collection and Interpretation of Tourism Data.



TOURISM INTELLIGENCE REPORTS SÃO PAULO STATE MARCH 2021



TRANSPORT

MAIN ORIGINS

International



Domestic



4,1
Days

**AVERAGE STAY
OF GUESTS
AIRBNB (FEB/21)
DESTINATIONS RANKING
AIRBNB (FEB/21):**

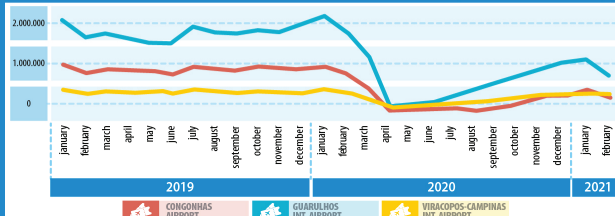


**International
tourists
arriving in
São Paulo
(feb/2021)**

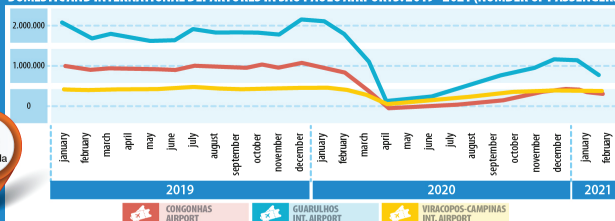


**Domestic
tourists
arriving in
São Paulo
(feb/2021)**

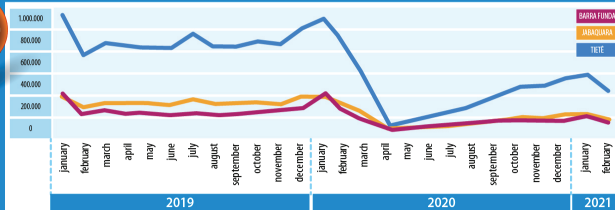
DOMESTIC AND INTERNATIONAL ARRIVALS IN SÃO PAULO AIRPORTS: 2019 - 2021 (NUMBER OF PASSENGERS)



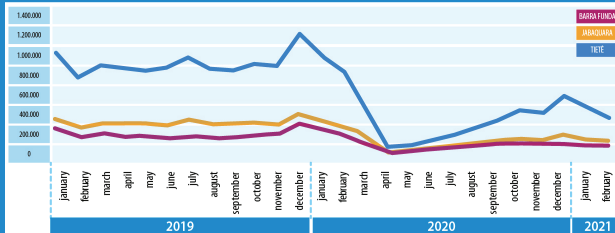
DOMESTIC AND INTERNATIONAL DEPARTURES IN SÃO PAULO AIRPORTS: 2019 - 2021 (NUMBER OF PASSENGERS)



PASSENGER ARRIVALS IN BUS TERMINALS - SÃO PAULO CITY: 2019 - 2021



PASSENGER DEPARTURES IN BUS TERMINALS - SÃO PAULO CITY: 2019 - 2021



ROAD MOVEMENT VARIATION - TOURISM REGIONS (%)

TOURISM REGION	DESTINATION	WEEKEND	WEEK DAY	TOTAL FLOW
Fé	Aparecida	-38	-29	-33
Serra do Itaqueri	Brotas	-10	-1	-5
Bem Viver	Campinas	-21	-15	-17
Mantiqueira Paulista	Campos do Jordão	-38	-29	-33
Cavernas da Mata Atlântica	Eldorado	-18	-14	-16
Litoral Norte de São Paulo	Ilhabela	-12	-7	-10
Águas Sertanejas	Olímpia	-21	-16	-18
Costa da Mata Atlântica	Santos	-15	-10	-12
Capital	São Paulo	-24	-18	-21

* MAR/20-FEB/21, compared to MAR/19-FEB/20

TOURISM INTELLIGENCE REPORTS SÃO PAULO STATE MARCH 2021

SP FOR EVERYONE

CITE
CENTER OF INTELLIGENCE
OF TOURISM ECONOMICS

SÃO PAULO
STATE GOVERNMENT
IN BRAZIL

DESTINATIONS



International
tourists
arriving in
São Paulo
(feb/2021)



Domestic
tourists
arriving in
São Paulo
(feb/2021)

MAIN ORIGIN OF TOURISTS

Internacional



Domestic



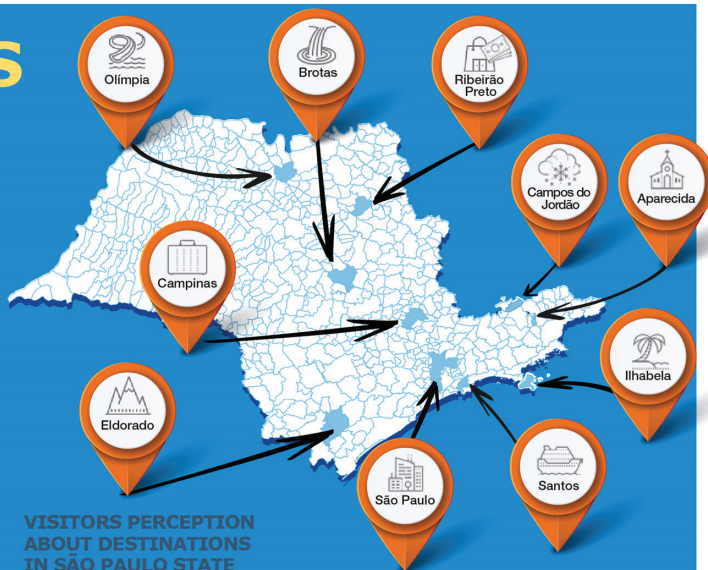
4,1
Days

AVERAGE
STAY OF
GUESTS
AIRBNB (FEB/21)
DESTINATIONS RANKING
AIRBNB (FEB/21):



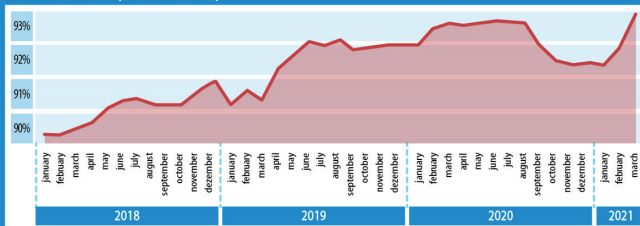
GRADE OF
ATTRACTIVE
SÃO PAULO
STATE

4,61
4,31

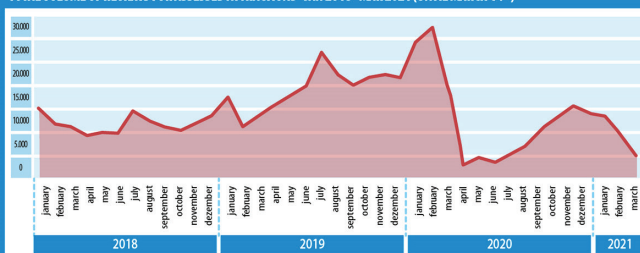


VISITORS PERCEPTION ABOUT DESTINATIONS IN SÃO PAULO STATE

BEHAVIOR OF THE GLOBAL INDEX OF REPUTATION ONLINE, FOR ATTRACTIVES OF THE STATE OF SÃO PAULO
JAN 2018 - MAR 2021 (UNTIL MARCH 14th)



TOTAL VOLUME OF REVIEWS FOR ASSESSED ATTRACTIVE - JAN 2018 - MAR 2021 (UNTIL MARCH 14th)



EVALUATION OF REVIEWS FOR ASSESSED ATTRACTIVE - JAN 2018 - MAR 2021 (UNTIL MARCH 14th)

Year	Negative	Neutral	Positive
2018	3,54%	10,56%	85,89%
2019	4,64%	8,06%	87,29%
2020	5,88%	7,26%	86,84%
2021	6,69%	8,23%	85,07%

POSITIVE AND NEGATIVE CATEGORIES: 2019 - 2021

	POSITIVE			NEGATIVE		
2019	Food and beverages	13%		Value	25%	
	Experience	11%		Food and beverages	11%	
	Value	10%		Facilities	8%	
2020	Food and beverages	16%		Value	30%	
	Experience	14%		Food and beverages	11%	
	Value	10%		Cleanliness	9%	
2021	Food and beverages	15%		Value	31%	
	Experience	15%		Food and beverages	11%	
	Value	8%		Experience	7%	



In Salesópolis you drink the Tietê river with your hand

The most important river in the history of São Paulo has a home. The quiet Salesópolis, 105 km from São Paulo, a small resort with large green areas of Serra do Mar, of environmental preservation, where we find the springs of the Tietê River, which from there leaves for its journey of more than a thousand kilometers. At Nascentes do Tietê Park, 17 km from the city center, in the neighborhood of Pedra Rajada, one of the best experiences are the walks on trails and fountains, where it is possible to drink the clean water of the famous river. Salesópolis does not only have the Tietê spring as an attraction: nature has also taken care of beautiful waterfalls such as Ponto, Porteira Preta and Tobogã.

With 17.2 thousand inhabitants (IBGE / 2020), it is part of the Nascentes do Tietê Tourist Region with nine other cities. Its territory comprises the Boraceia Biological Station, which has 237.2 acres of water source protection area administered by the University of São Paulo. This station is one of the only two locations where an Atlantic Forest tree under threat of extinction, the Buchenavia rabelloana, can still be found.

Among the attractions of Salesópolis is the Parque do Pinheirinho, also known as "Prainha", on Estrada da Aparecida, seven kilometers from the municipality, with an area of 741.3 acres, where there are natural forests and reforestation of pine trees of the type "Pinus araucaria", "Pinus elliottii" and eucalyptus. Along the pine forest (due to the action of these trees that manage to "dry" humid lands), an artificial beach was formed with resting areas with a lot of vegetation, which attracts frequent visitors. The Energy Museum, which is located in the middle of the Atlantic Forest, houses



Birth of the giant: the most important river in the history of São Paulo, the famous Tietê, is the main tourist attraction in the city.

a hydroelectric plant that uses water from the Tietê River to generate energy since 1913 and there are educational attractions for all ages.

As for architecture, the beautiful Igreja Matriz de São José, opened in 1911 and, being located in the city center, is one of the postcards of the city and can be seen from any point in Salesópolis. Inside, there are frescoes in various styles and paintings. The Casarão do Café, also

built at the beginning of the 20th century, is part of the rural tourism route, has a colonial style and one of its attractions is the water wheel that spins a sugar cane mill, where it is possible to taste the freshly made garapa. On the other hand, Casarão Senzala is today a restaurant with highly acclaimed gastronomy - it was a slave house in the 18th century, built out of wood. On Estrada dos Mirandas, Mirante da Torre allows a panoramic view of the city and the region.



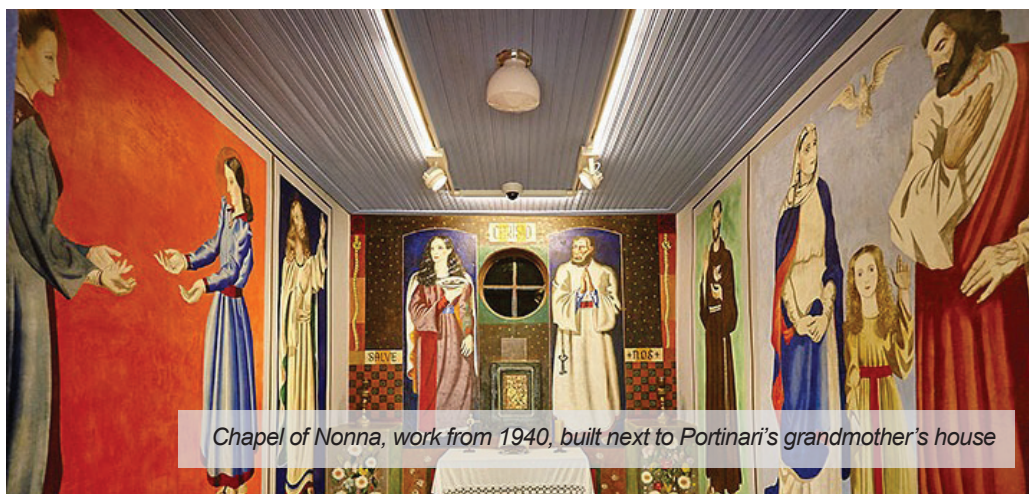
Landmark of the source of the river.



Art gave colors and contours to faith in Brodowski

Located in the Metropolitan Region of Ribeirão Preto, in the northeast of the state, Brodowski, birthplace of the great painter Cândido Portinari, has its history linked to the expansion projects of Cia. Mogiana de Estradas de Ferro, in the late 19th century. Cutting the lands of Fazenda Belo Monte, between Jardinópolis and Batatais, the Engenheiro Brodowski station - later only Brodowski - was inaugurated in September 1894. The name is a tribute to the Polish Alexandre Brodowski, responsible for forwarding the order, along with other farmers of the region.

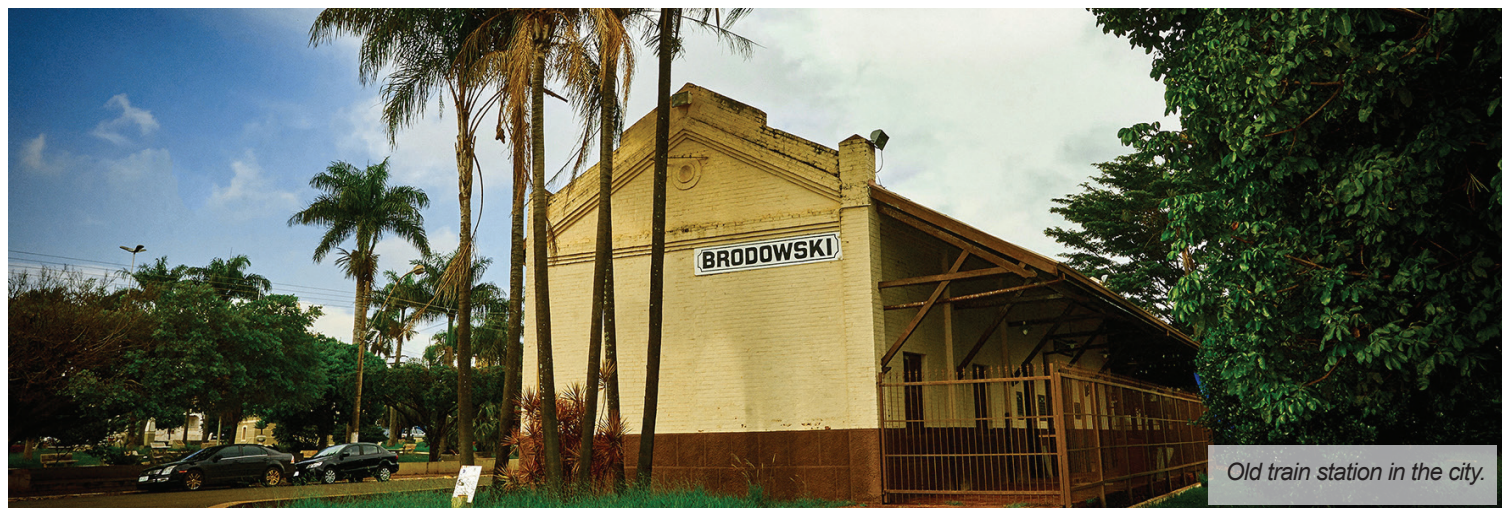
With 25,277 inhabitants (IBGE / 2020), Brodowski is 337 kilometers from the capital. It integrates the route "Caminho das Artes", which covers four municipalities and concentrates works of names with national and international recognition: Cândido Portinari (in Brodowski), Bassano Vaccarini (in Altinópolis), Marcelo Grassmann (in São Simão) and Santos Dumont (in Dumont).



Chapel of Nonna, work from 1940, built next to Portinari's grandmother's house

Portinari is ubiquitous in Brodowski. The Casa de Portinari Museum, his former residence, represents the artist's strong connection with his homeland, origins and family ties. It was there that he carried out his experiments with mural paintings and deepened his technique over the years. There's more: the Chapel of Santo Antônio was the first parish church in the municipality located at Praça Cândido Portinari. It houses an oil painting Saint Antony carrying the Baby Jesus in his arms.

According to family members, the work was the return of a promise for the restoration of the health of his son, João Cândido. As a condition of the donation, Portinari asked that it never be taken out of the chapel. The Nona Chapel is also emotional: the artist had it built, in 1940, next to the house of grandmother, Pelegrina, who, due to age and health problems, was unable to get to the church to pray. On the walls are the grandmother's favorite saints, portrayed by the artist with the faces of friends and relatives.



Old train station in the city.

How to travel in São Paulo responsibly

Rodrigo Ramos, coordinator of the São Paulo Tourism Secretariat, makes recommendations according to each phase of the plan to contain the pandemic.

Emergency phase

It has tougher restriction measures to curb Covid's progress, such as a ban on the use of beaches and parks and in-person service and take-away in restaurants. The orientation is that of Only strictly necessary trips and isolation.

Red phase

Local services and consumption are not allowed in restaurants and bars - other restrictions may apply according to each municipality. Travel is still not recommended.

Orange phase

Shops, shopping malls, restaurants and bars open with restricted operation. Even so, the recommendation is that isolation trips should be made preferably by car, in the middle of nature and with less local circulation. If the traveler is in an orange phase region, he should avoid another one with a yellow phase.

Yellow phase

It is still a stage of attention. Trips with visits to parks, restaurants and cultural centers are becoming possible - as long as practiced with safety measures, such as wearing a mask, social distance and hygiene. Before the activity, the traveler must be informed about the security conditions of destinations and service providers. It should only circulate in a yellow phase location if it is starting from a location in the same classification.

Green phase

Tourism with fewer restrictions and more access to attractions is possible, as long as most regions of the state are in the same phase. Security measures continue to be followed.

Blue phase

The "new normal" follows protocols, but with services returning to regularity and encouraging tourism.

Text published in Folha de S. Paulo newspaper, on March 18, 2021

São Paulo cities may use international stamp

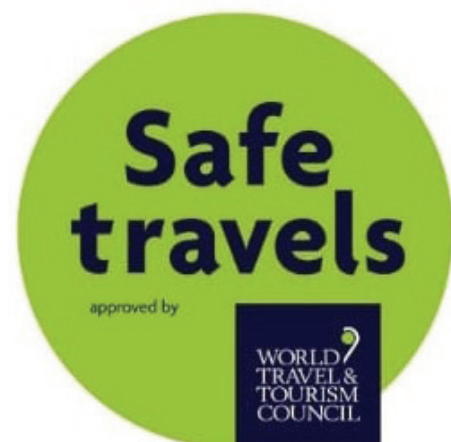
Safe Travels, granted to the State by the WTTC, attests to the good sanitary security practices of the destinations.

São Paulo cities and private establishments will be able to use the Safe Travels seal, granted by the World Travel and Tourism Council (WTTC) for the state of São Paulo. The certification attests to the good intersectoral practices of the São Paulo Plan regarding hygiene and sanitary safety.

The State received the seal at the end of September last year. As it is considered an "ambassador" of Safe Travels, the certification can be used by municipalities and companies, as long as they assume the same commitments.

"The moment of facing the pandemic is critical and the best decision is to postpone travel. However, this recognition by the WTTC is important for standardizing communication worldwide", recalls Vinicius Lummertz, Secretary of State for Tourism. "It is now up to the cities and their residents to respect the rules of isolation, non-agglomeration, hygiene and adherence to vaccination. This is the shortest way out of the crisis."

Cities, entities or companies interested in the seal must apply to the State Tourism Secretariat, informing their website and a contact of the person who will be responsible for the seal, in addition to confirming the adoption of the São Paulo Plan protocols.



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Guilherme Miranda
Executive Secretary

Wagner Hanashiro
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TOURISM + DESENVOLVE SP

Until February 2021, the Tourist Credit Program of the State of São Paulo, launched in September 2019 by Banco DesenvolveSP and the São Paulo State Tourism Secretariat (SETUR), transferred 49.3% of the emergency resources released by the Ministry of Tourism through the General Tourism Fund - Fungetur. There were R\$ 320.6 million, for 1449 companies - in all of Brazil the value was R\$ 649.7 million, supported by Law 14051 / 2020, between the months of June / 2020 and January / 2021. If we consider the R\$ 19.5 million of the 2019 balance that was used last year, the total for the State of São Paulo reaches R\$ 340.2 million.

Of the segments that are part of the tourism sector, the main beneficiaries were bars and restaurants, with 295 companies served, followed by events, fairs and congress organization services, with 165 attendances, and retail trade characteristic of tourism, with 159. On average, each company was served with R\$ 235 thousand.

In addition to mobilizing through virtual meetings throughout the past year, SETUR and DesenvolveSP created a permanent credit work group for the sector, which included the main public banks, as well as associations and entities in the segment. As a result, there was a relaxation of some criteria in the granting of credit, such as the use of the Balance Sheet 2019 for the purpose of defining the loan limit, the use of the Investment Guarantee Fund-FGI, of the BNDES, as a guarantee for credit operations and the grace period, which was extended from 6 to 12 months.

The R\$ 340.2 million contracted represents 78% of the total committed. The available balance, almost R\$ 70 million, was already committed to around 120 orders under analysis at DesenvolveSP in March. Unfortunately, Fungetur did not make all the announced transfers.



Registration for UNESCO course in tourism management is open

From May 2021, the online course "Tourism Management at UNESCO World Heritage Sites (vol. 3)", produced by researchers and professors from the Culture, Tourism and Development network of the international entity, will be available. Professors Antonio Carlos Sarti, Sidnei Raimundo and Thiago Allis, from USP's School of Performing Arts and Humanities (EACH), take part in this edition.

Held in the format of a MOOC (Massive Open Online Course), the Tourism Management course at UNESCO World Heritage Sites is in its third edition and can be followed completely free of charge and virtually at the Fun MOOC platform, with the issuance of a certificate at the end. The target audience of the course is formed by students, graduates,

researchers and professionals in the areas of tourism, heritage and related areas. A dedication of four hours per week is expected.

The course, with content in English, is divided into six modules, which cover theories, concepts and case studies of tourism management in World Heritage sites. The first module will be made available on May 24th and registrants will be able to watch the video classes, read the texts, carry out the tests and monitor their progress until the end of 2021, when the course ends.

Entries can be made through the link: <https://www.fun-mooc.fr/courses/course-v1:Paris1+16014+session01/about>