MONITORING TRAVEL & TOURISM SP

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SP FOR EVERYONE

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Best Practices: initiatives to tackle the pandemic

The São Paulo State Tourism Secretariat launched an electronic platform of best practices to help São Paulo's mayors to find solutions to face the crisis imposed by the pandemic. The idea is that the collaborative tool helps to compose a catalog of successful experiences and can be replicated by public managers across the state.

"The challenges are common to most municipalities, so that the solution of one may also be that of the other," said Secretary Vinicius Lummertz. "That is why the exchange of good experiences is a way to shorten the path for the economic recovery of our sector", he added.

The first project available is Viva Rua SP, which

brings all the steps on how to make better use of public space and to enhance economic activities related to tourism. In the description, there are details of the legal implementation of the model, suggestions for administrative tools and the step-by-step modeling for different profiles of municipalities.

A previous survey with the municipalities has already revealed successful practices with the potential to be replicated, such as financial assistance to tourism workers, the maintenance of the supply of gas, water or electricity in case of overdue bills and special credit programs. To know about the experiences, visit: http:// www.turismo.sp.gov.br/melhorespraticas



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Resorts and Cities of Tourist interest are granted BRL 44 million for works in first quarter

The Department of Support to the Development of Tourist Municipalities (Dadetur), of the São Paulo State Tourism Secretariat (SETUR-SP), released R\$ 43.9 million for 75 cities in the first quarter of the year. The resources are from the Resorts Improvement Fund.

The money is destined to works and improvement of tourist infrastructure, such as revitalization, signage, construction of public equipment of tourist interest and circulation routes in places of greater attraction. The transfers help to maintain economic activities and preserve local jobs, making destinations suitable for receiving more visitors.

423 works: Currently 423 works are being carried out in 210 cities - 70 resorts and 140 Municipalities of Tourist Interest (MITs).

In the Baixada Santista region, works in Praia Grande stand out, which are revitalizing the expanded center of the Ocian and Boqueirão neighborhoods, with completion expected later this year. The total value of all the works reaches more than R\$ 37 million.

The municipalities famous for thermal waters, located in the region of Campinas, will also have important works completed in 2021. Highlight for the renovation of the Municipal Spa of Águas de Lindóia, for the creation of a new entrance park in the municipality of Águas de São Pedro and for reactivating the Pedreira Cable Car.

> Morro do Camaroeiro, in Caraguatatuba: opening expected for this year

In the region of São José dos Campos, where the works amount to more than R\$ 31 million, the highlights are the construction of the Lookout of the Constitutionalist Revolution, in Areias, the implantation of the Tourist Complex Mirante do Camaroeiro, in Caraguatatuba, in addition to the creation of a Tourist and Events Center in São José do Barreiro.



After a long period of reopening and closing, tourism is preparing to move at an accelerated pace from the second half, recovering, by the end of 2021, part of the jobs lost in more than a year of the pandemic. The vaccine, without a doubt, is the best news for tourism, and Setur has collaborated so that this return is brief and sustainable.

In line with the demands of the sector, I would like to highlight three actions of great impact in the municipalities. The first of these, a crisis management course, provides practical lessons on how to make the right decisions in the face of the challenge of cutting costs without leaving the commitment to the essentials in the background. After all, being strategic at a time like this can be the difference between keeping the business going or forcing yourself to close it.

managers in the collection of tourist data. Knowing how to map the flow of visitors and organize the tourist offer is an essential measure to make a destination increasingly attractive. The information, gathered by the Center of Intelligence of Tourism Economics - CIET, has already reached hundreds of municipalities.

Finally, I want to highlight the launch of an electronic platform of good practices for tourism. Setur's idea has been to bring together, in a collaborative virtual space, successful experiences from our sector, real cases, which serve as a source of inspiration to shorten paths and be replicated whenever possible.

The second action, along the same lines, is the training of public

Vinicius Lummertz Tourism Secretary of the State of São Paulo

Setur virtual meeting with 380 municipalities of São Paulo

The state that receives the most tourists in the country has taken an important step to unite a good part of its 645 municipalities around an activity that generates 10% of the local GDP, generates jobs and boosts social indicators. In a virtual meeting with more than 380 participants, the Secretariat of Tourism shared the progress of projects and actions, many created to serve the sector during the pandemic. The objective was to expand the scope of the initiatives and mobilize municipal leaders, who are still in the beginning of their management.

The mayors were presented to a booklet with the structure of the secretariat, its objectives and communication channels, as well as the 20-30 Plan for tourism in São Paulo, a document that presents the guidelines and goals for the next ten years. Setur's technical area clarified the possibilities of obtaining credit from lines designed for tourism and how to plead for transfers to infrastructure with the Department of Support for the Development of Tourist Municipalities (Dadetur), which last year released R\$ 223 million to Resorts and Municipalities of Tourist Interest (MITs).

"Our wish is that the municipalities get even closer to the Secretariat and that we can multiply the benefits that tourism

is capable of offering", said the Secretary of Tourism, Vinicius Lummertz.

The Secretariat also presented the evolution of scenic and tourist route projects, the new legislation for districts, the best practices platform, which was launched in April, and the implementation of the polytourism concept, which aims to make São Paulo a center of technology and tourism information, with the support of CIET, the Center of Intelligence of Tourism Economics.

At the event, a crisis management course for tourism managers and entrepreneurs was also launched, with content designed by the Fundação Instituto de Administração (FIA), with the aim of supporting managers in a challenging pandemic scenario.

For the realization of the meeting, the Secretariat of Tourism had the support of the São Paulo Association of Municipalities, the Association of City Halls of the State of São Paulo (Aprecesp), the Association of Municipalities of Tourist Interest of the State of São Paulo (Amitesp), São Paulo Convention & Visitors Bureau, São Paulo State Tourism Council and Deputy Itamar Borges.

Optimism with tourism recovery at the CONTURESP meeting

The diversity of themes, always looking forward to the return of activities in the sector, took over the meeting of the Tourism Council of the State of São Paulo (CONTURESP) in April. With optimism, Secretary Vinicius Lummertz said that for the second half of this year there will be an acceleration of domestic tourism. "This scenario is the result of more care, more vaccines and less risks, as the prospects are mathematical due to the shielding of vaccines. And we are preparing to leave this phase definitively"

The members of the Council were able to learn about this preparation through the actions of SETUR-SP. The secretary spoke about the expansion of credits, such as that of Banco DesenvolveSP, with R\$ 2 billion already lent; Fungetur's credit; credit oriented by Sebrae; increase in Ecotourism, especially in Brotas; the Signaling process in the Tourist Routes; the reform of Dadetur with a focus on making resources more flexible; the creation of Scenic Routes and Tourist Districts involving religion of Serra Azul and Olímpia. Lummertz announced that there will be campaigns in São Paulo Tourist Regions and in the city of São Paulo, all in the second semester. "Traveling close is also good," he said.

The electronic platform for Best Practices in Tourism, to help mayors of São Paulo find solutions to face the crisis caused by the coronavirus, was analyzed by the members of CONTURESP. The Viva Rua SP project was also on the agenda, bringing the steps of better occupation of public space for activities related to tourism. Tourism professionals profile working in companies or for the public sector was also discussed among the members of the council. According to the councilors, this type of labor structures the tourist activity in the cities and regions better.

In addition to the current issue of "airport concession" producing conversations between some participants of the meeting, the Center of Intelligence of Tourism Economics (CITE) was asked to create an Observatory of Events, of great use for the planning of new jobs and businesses for the interior and coast of the State.

Tourism intelligence products bring more information and monitoring of indicators

This month, the Center of Intelligence of Tourism Economics (CITE) of the São Paulo State Tourism Secretariat (SETUR-SP) starts to publicize tourism intelligence products, with a series of monitored indicators from the most diverse sources, including data from the National Civil Aviation Agency (ANAC), Socicam - Highway Terminal Administration, São Paulo State Transport Agency (ARTESP), National Land Transport Agency (ANTT), ClickBus, Airbnb, National Confederation of Trade, Goods, Services and Tourism (CNC), among others. In addition, the reports show CITE's research for means of accommodation and travel agencies.

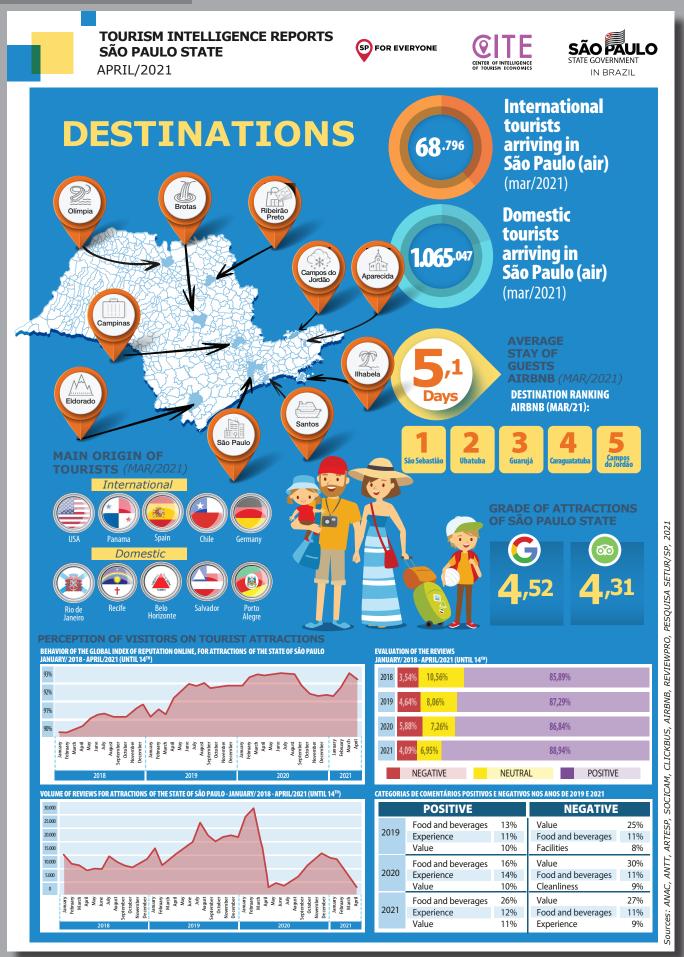
The delimited area of the studies comprises ten tourist destinations in the State of São Paulo: Aparecida, Brotas, Campinas, Campos do Jordão, Eldorado, Ilhabela, Olímpia, Ribeirão Preto, Santos and the capital São Paulo.

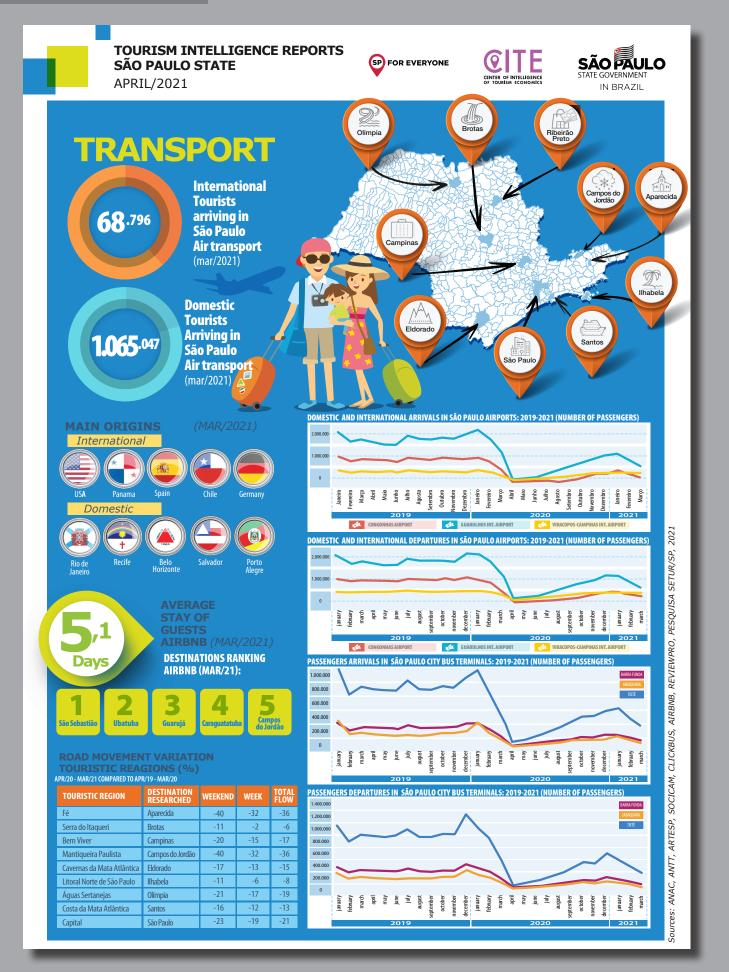
The results contemplated in the studies allow analysis of the air transportation, lodging, roads, visitor profiles, assessment and perception of attractions and average expenses practiced by tourists.

CITE's objective with the products is to offer the market, tourist destinations and the public authorities, technical data that enable studies of travel performance in the State of São Paulo as well as a basis for projections of resuming on travel.

Learn more at www.turismo.sp.gov.br/ciet.







Projects for the development of the Caminhos do Tietê region

Comprising 10 municipalities, the representatives of Caminhos do Tietê Tourist Region were in a virtual meeting with Antônio Vaz Serralha, director of the Department of Support for the Development of Tourist Municipalities (Dadetur), and Tiago Tomazella, from the marketing area, both from the São Paulo State Tourism Secretariat. The region includes: Arealva, Bariri, Barra Bonita, Bocaina, Dois Córregos, Iacanga, Ibitinga, Itapuí, Jaú and Mineiros do Tietê.

Professor at Senac Jaú, Fernando de Figueiredo coordinated the presentations and referrals. It started with the Artesp/DER Regional Tourist Signaling Project. There will be 12 signs on the highways to let tourists know that they are arriving at Caminhos do Tietê and all the diversity of attractions, such as shoes production, embroidery, gastronomy, parks, farms, beaches and navigation. Serralha stated that this may be a case to be repeated for other Tourist Regions, "even because the recovery of tourism activities will be by road and these signs will be of great importance for the sector", he added.

Following, there was a presentation of the Digital Marketing Campaign for the Tourist Regions, which has been in the works for some time. Among the guidelines of this study, the following standed out: diversification of the tourist offer by improving the infrastructure, calendars of events and the creation of itineraries, and also, with a focus on tourism, education of the community and qualification of the workforce. The participants were unanimous in stating that today, especially due to the Covid-19 pandemic, everything is virtual. And they stressed that this is the time to publicize the attractions for people to plan their trips, using various social media for the promotion of the Caminhos do Tietê brand.

The representatives of Caminhos do Tietê Tourist Region had the opportunity to see the presentation by Tiago Tomazella, from InvestSP/ SETUR, involving the actions of the Secretariat, such as the Campaign SP For All, the Strategic Plan TURISMO SP 20-30, the Best Practices and a Booklet, available on the Secretariat's website, which provides information on the main projects and channels for communication. Tomazella emphasized that Caminhos do Tietê presents itself as a well-organized region and must strive to be in evidence through the virtual mode. He recalled that in May there will be a new class in the 16-hour course on Tourism Planning and Management in the Context of the Covid-19 Pandemic. In turn, at the end of the meeting, Serralha answered about some technical questions related to Dadetur.

Secretariat of Tourism and CVC analyze the potential of Vale do Ribeira

A group of entrepreneurs from Vale do Ribeira - a region that includes natural parks with waterfalls and caves, trails, typical cuisine and sustainable agricultural production, deserted beaches and historic cities - participated in a virtual meeting with the land products area of CVC Corp. The initiative of the São Paulo State Tourism Secretariat aims to bring together regional attractions and major travel organizations.

Vale do Ribeira, known mainly for being the largest reserve of Atlantic Forest in the country, is one of the priorities for the development projects of the State Government.

The focus of the meeting, coordinated by Luis Sobrinho, from InvestSP/SETUR, was on structuring products, partnerships and promotion, in the national and Argentinian markets. In addition to the business people and the tour operator, representatives from the Regional Coordination of the Vale do Futuro Program, the Intermunicipal Development Consortium of Vale do Ribeira and Litoral Sul (Codivar), SebraeSP and the São Paulo Association of Resorts of the State of São Paulo (Aprecesp) also participated.

From CVC Corp Group, presenting the work philosophy and possible partnerships through its 10 companies in the Tourism segment, spoke Luciene Luna, Manager of Land Products for São Paulo, and Luciano Oliveira, Sourcing / Litoral SP.



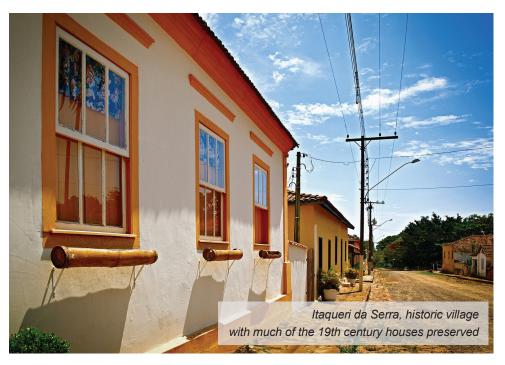
Between waters and hills, Itirapina shines in Itaqueri Mountain Range

At 226 km from the capital, in the centraleastern region of the state, Itirapina is emerging as a new ecotourism destination. It integrates with other 12 municipalities of the Tourist Circuit of Itaqueri Mountain Range, with more than 20 waterfalls. It is also known for its rich rural tourism with imposing farms, abundant fauna and flora.

On rural roads it is possible to observe guará wolves, seriemas and guero-gueros, monkeys, parrots, woodpeckers and toucans. Boat trips, kayaking and artisanal fishing can be done at the Broa Dam, one of the cleanest and most attractive in the region. Highlight for the Saltão Park, of ecotourism, with three waterfalls, the one that gives its name to the park, 70 meters high, is the most beautiful in Itaqueri Mountain Range. The place has complete infrastructure: concierge, deck-restaurant, bar, cafeteria, parking, gazebo, easy access trails to the waterfalls, camping area, apartments, swimming pools, kiosks for barbecues and toilets. It is on the municipal road Ulisses Guimarães, 23 km from the city.

Another popular attraction is the Santo Antônio "Broa" municipal spa on the banks of the Broa Dam, or Wolf's Dam, with three kilometers of beach and boardwalk, ideal for swimming, fishing and water sports and is located on the municipal road Dr. Fernando de Arruda Botelho, six kilometers from the city. It receives thousands of visitors on weekends.

There's more: Morro do Fogão (Great Fire Mountain) is a natural viewpoint at one of the highest points in the Itaqueri Mountain Range at 1,100 meters and a beautiful view. The location is 26 km from the city.



According to residents, Morro do Fogão received this name due to the intense reddish color that remains during sunset, as if the sky is on fire.

Highlight for the district of Itaqueri da Serra, a historic village around the beautiful Chapel of Nossa Senhora da Conceição, which still preserves the Portuguese Tiles, the Baptismal Basin and the image of its Patron Saint, brought by the Portuguese who founded the village in 1839. In time: Itaqueri is the birthplace of deputy Ulysses Guimarães (1916-1992) and his house, as well as good part of the houses of the time and other historical elements, are preserved. The city's main festivity has also become a tourist event: the Feast of the Patron Saint Nossa Senhora da Conceição, in celebration of the day of the patron saint that takes place annually on the 8th of December.



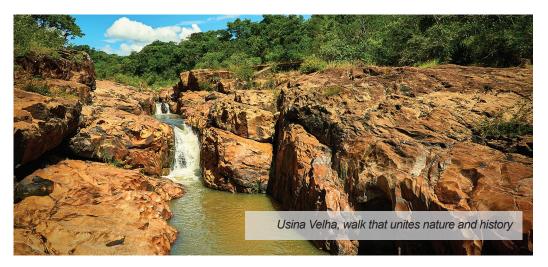
Saltão Parque: ecotourism with waterfalls that reach 70 meters



Caconde offers the best of São Paulo and Minas Gerais

There are waterfalls, lakes, endless hills and options for the tourist who practices extreme sports and also for those who just want to rest. Close to the border between São Paulo and Minas Gerais, Caconde is 291 km from the capital of São Paulo. In addition to the natural beauty, the city hosts music festivals and regional parties that take place almost every month. The attractions range from rural tourism in centenary farms that have a tradition in coffee growing, to the nightlife with bars, snack bars and nightclubs around the Main Square.

There are several inns in the city, with good leisure and entertainment facilities, with spa, whirlpool, chromotherapy, cable TV, wi-fi, breakfast and parking. In addition, they offer Minas Gerais-style food, fireplace, horse-drawn carriage rides, hammocks, trails through the forest, games rooms, swimming pools, gazebos, pedal boats, zip lines, bicycle rides and other activities. The scenario helps. It was with the construction of the Caconde Power Plant, which works began in 1958, that the landscape was



profoundly modified. The damming of the waters provided the formation of an artificial lake that has an area of 31 km².

The Prainha Park serves three thousand people daily, it has space for 150 camping tents, in addition to an area with native forest and river beach, with great movement in spring and summer, on weekends. The visitor arrives at Prainha via the Caconde-Divinolândia Road, km 6, on the road to the ranches. A panoramic and esoteric spot is the Mirante Square, which serves 1,000 visitors daily, for sports as paraglider, having facilities and location of ecological nature and structure of bathrooms and guard. In the Escarpas do Rossetto (the largest rock mass in the municipality), from the Precambrian era, there are legends and stories. Nowadays, in this attraction, rappel practitioners can appreciate the beauty of the place on their climbs and descents.

At the Caconde Power Plant Lake, it is possible to practice nautical sports, there are clubs and ranches for summer vacations and the place provides recreational fishing. Usina Velha, on the dry bed of the Pardo River, has ruins of the old engine house of a dam, with lakes and native forest, and is reached after a four-kilometer journey. Caconde has waterfalls such as Santa Quitéria, with more than 50 meters of fall, used for bathing and extreme sports, with a lot of green around it and, in turn, the Mumbuca Waterfall is very close to the lake of the dam, also with 50 meters of waterfall. In the rapids of the Rio Pardo, practitioners of extreme sports such as canoeing, rafting and boiacross have at their disposal all levels of difficulty, which cater to the specialist from the freshman.



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Crisis management is the theme of new course

The second group of the planning in crisis situations course will begin on May 10, indicated to public sector managers and entrepreneurs who work with tourism. The initiative is that of the State Secretariat for Tourism.

In digital format and with a 16-hour workload, the free course is Setur's first with a focus on solutions in times of pandemic, designed to support councilors, deputies, mayors, municipal secretaries and tourism directors. It is also open to business people and members of the councils of São Paulo municipalities affected by the Covid-19 crisis.

"Our mission is to support the leaders of the sector so that they continue to advance with good choices and know how to act in the face of an unprecedented and challenging scenario", said Vinicius Lummertz, Secretary of Tourism of the State of São Paulo.

The course content was designed by the Fundação Instituto de Administração (FIA-USP), in partnership with Setur, and will address topics such as containment measures, management errors, strategies such as Situational Strategic Planning, challenges imposed by the crisis and contingency plans.

Called "Tourism Planning and Management in the Context of the COVID-19 Pandemic", the course will have asynchronous classes, interspersed with reading activities and practical exercises. Students will be encouraged to associate the theoretical tools discussed by the course with practical situations in their daily lives.

Registrations can be made by clicking bit.ly/2R6CCoM.

The Romeiros Train will encourage trips through the Faith Tourist Region

The importance of the Faith Tourist Region, in the Paraíba Valley, was highlighted during the presentation of the Romeiros Train project, which will go from the capital to Aparecida, with the capacity to leverage the tourist activity of seven other municipalities: Cachoeira Paulista, Canas, Cunha, Guaratinguetá, Lorena, Piquete and Potim. The

meeting was attended by the Chief of Staff of the São Paulo State Tourism Secretariat (SETUR-SP), Wagner Hanashiro, representing Secretary Vinicius Lummertz, in addition to mayors and secretaries of tourism in the region who, in 2019, received 16 million visitors, according to Márcia Filippo, president of the Faith Tourist Region.

The meeting was coordinated by the Connectivity and Stopover Program Center manager of InvestSP/SETUR, Luís Sobrinho, who highlighted the

view of the state government that is channeled to promote Rail Tourism. The explanations of the project were given by Bruno Sanches, president of the Brazilian Association for Railway Preservation (ABPF), and Fábio Barbosa, president of the National Association for Railway Preservation (ANPF). According to them, the region has a large number of sanctuaries, natural beauty and diverse thematic attractions, such as religious, rural, cultural, sports, adventure, ecotourism, business and events, nautical and gastronomic tourism. The Romeiros Train will leave Estação da Luz, in the capital, 180 km Away from Aparecida, with the expectation to transport up to 500 people per trip, approximately 4,000 people per month. Initially the departure from Luz will be at 7 am with arrival in Aparecida at 12 noon. The return trip will be at 5

> pm. In a second stage there will be stops in strategic municipalities according to studies to be carried out. The service wants to become a reference in Brazil as a tourist train, connecting a prominent tourist hub with the largest city in the country. Ticket prices are estimated between R\$ 120.00 and R\$ 500.00, according to different categories, depending on the type of accommodation. There will be passenger cars with Budd or Pullmann seats, Cabins, Bar and Restaurant.

According to the presidents of the entities, the investment planned for the Romeiros Train is R\$ 3 million within one year for the first operations. The specific objectives include the involvement of agents and tour operators, the surrounding community and the Tourist Region of Vale do Paraíba. According to surveys by the Center of Intelligence of Tourism Economics (CITE), 86.32% of the tourists who travel to Aparecida are motivated by Religion and Faith.



Launch of the Local Craft program for training and promotion

The State Secretariats for Economic Development and Tourism signed a technical cooperation agreement for the implementation of the Local Craft program, through the Sub-Secretariat for Artisanal Work in Communities (Sutaco) and the Tourism Coordination (Cotur).

"We are going to work together, because the artisans are an example of resilience and entrepreneurship, not only in the economic recovery and in the generation of income, but mainly in the preservation of the cultural heritage of our state", says the secretary of Economic Development, Patricia Ellen.

The objective of the program is to make São Paulo handicrafts, in their most diverse expressions, be part of the experience of tourists who travel motivated by the most diverse interests - business and events, adventure and ecotourism, history and culture, sun and beach, rural etc. - promoting and associating handicrafts to the local tourist product.

"Craftsmanship is one of the most authentic manifestations of good memories of a trip. In spite of having a function, of use or decorative, it is mainly a way to keep that good experience always present", commented Vinicius Lummertz, Secretary of Tourism of the State of São Paulo. "On the artist's side, it creates jobs, distributes income and preserves local knowledge"

The initiative aims to make handicrafts associated with tourism, stimulating the economy, preserving and developing local culture. In this way, the objects will always have aspects related to the tourist regions.

In this first moment, due to the pandemic, workshops and virtual meetings will be held with experiences exchange and training to increase the sales and how to attract tourists to the destination.

Tourist regions will also receive information on how to encourage local artisans to register with Sutaco and the Brazilian Handicraft Registration Information System (SICAB) to give more visibility to the productions.

Program goals

► Integrate Sutaco's public (artisans, associations, traditional communities and cooperation agents) with Tourism professionals in the 49 Tourist Regions of the state;

► Train tourism professionals in the regions on how to encourage local artisans to give more visibility to their work, making handicrafts a tourist attraction;

Offer digital presence workshops for tour guides and artisans, enabling them to promote their work on digital media and social networks;

▶ Participation of Sutaco in fairs, events and actions for the promotion of tourism, organized by the Secretariat of Tourism, and the other way around;

► The joint actions aim at the dissemination and preservation of São Paulo culture, as well as economically moving the State's Tourist Regions.



The program's logo aims to value regional differences and the quality of handicrafts

TOURISM + LOGISTICS AND TRANSPORT

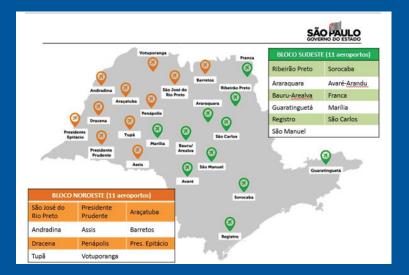
The concession of the 22 regional airports in the state of São Paulo will have an impact that goes beyond the geographical limits of the state, allowing a redesign of the air network and an increase in connectivity. The airports, managed by the state government, are divided into two blocks - Northwest and Southeast - and the concession will have a 30-year term.

"Regional aviation is a major driver of economic development. With investments from the private sector, with airports offering better services, we induce new business in logistics with distribution centers, hotel chains and other real estate assets that are incorporated into the economy of the region", says Vice-Governor Rodrigo Garcia.

In addition to fostering the development of regional aviation, one of the great advantages of granting airports to the private sector is the exemption from the state coupled with investments in airport assets, improving the quality of services available to the population of São Paulo as well as encouraging the development of economy linked to the sector.

The 22 airports - six of them already have regular commercial aviation services and 13 with the potential to develop new regular routes during the concession - are divided into two lots. Together, they currently handle 2.4 million passengers per year, considering departures and arrivals. Technical estimates point to significant growth in this movement, considering investments and the promotion of regional aviation, with more than 8 million passengers per year over the 30 years of the concession contract.

Northwest Group - This lot consists of 11 units, headed by São José do Rio Preto, in addition to the commercial airports of Presidente Prudente, Araçatuba and Barretos, as well as the aerodromes of Assis, Dracena, Votuporanga, Penápolis, Tupã, Andradina and Presidente Epitácio.



R\$ 181.2 million in investments are foreseen during the concession contract, with the amounts distributed to expand capacity, improve operation and adapt to regulation. Expected investments for the first four years of operation are of R\$ 62.3 million.

Southeast Group - The lot with 11 units, the main one of which is Ribeirão Preto, in addition to Bauru-Arealva, Marília, Araraquara, São Carlos, Sorocaba, Franca, Guaratinguetá, Avaré-Arandu, Registro and São Manuel.

In total, R\$ 266.5 million in investments are foreseen during the concession contract, with the amounts distributed to expand capacity, improve operation and adapt to regulation. Expected investments for the first four years of operation are of R\$ 75.5 million.

The minimum grant foreseen for the Northwest Block is R\$ 6.8 million and for the Southeast Block is R\$ 13.2 million. The auction is scheduled for July 15, 2021, at the headquarters of B3, in the capital of São Paulo.

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