



MONITORING TRAVEL & TOURISM SP

MAY 2021

turismo.sp.gov.br/ciet

In This Edition

*CIET training
reaches 100 cities*

• 3 •

*New tourist
intelligence data*

• 5 to 7 •

*Cesário Lange and
Santos are the
highlights of the month*

• 9 to 10 •

*UNWTO presents
manual of sustainable
practices in tourism*

• 14 •

GOVERNMENT OF SÃO PAULO AUTHORIZES BRL 50.4 MILLION FOR TOURIST MUNICIPALITIES

The Government of the State of São Paulo authorized the signing of agreements with 140 Municipalities of Tourist Interest (MITs) in the amount of BRL 50.4 million, for infrastructure works and improvements. The announcement was made by Governor João Doria, during a meeting with mayors and municipal secretaries of Tourism, at Palácio dos Bandeirantes.

“Today we are starting this process in a very important recovery of the values of tourism, confident that we will gradually be able to resume economic activities in a safe manner, respecting protocols, life and health. It is essential to always have the feeling that without people, there is no economy”, said the Governor.

With the authorization (see page 2), the São Paulo State Travel and Tourism Secretariat (SETUR SP), through the Department of Support to the Development of Tourist Municipalities (Dadetur), will formalize the agreements and start the process of releasing resources. The novelty is that, starting this year, all the processing of documents will be digital, through the “SP Sem Papel”.

Education – At the same ceremony, the secretariat, which is now called the Travel and Tourism Secretariat

(see page 13), signed a cooperation agreement with the Education Secretariat. The objective is to offer, still in the second semester, three elective courses to students in the last years of elementary and high school, uniting education, innovation and entrepreneurship, and presenting tourism, and its various segments, as an ally in personal and professional development.

“Travel and Tourism, as a social and economic phenomenon, have great capacity to generate jobs, being an opportunity for young people who will soon be in the labor market”, said secretary Vinicius Lummertz.

The partnership takes place through the Inova Educação Program (see page 8), which promotes educational activities for the intellectual, emotional, social and cultural development of students, through elective courses, life projects and technology and innovation.

“Among other topics, we are going to address issues related to environmental awareness, solidary and creative green economy, classification of different attractions, in addition to promoting games and challenges”, says Rossieli Soares, state secretary of Education.



AGREEMENTS WITH MUNICIPALITIES OF TOURIST INTEREST AUTHORIZED

Tourist Interest Municipalities (MITs) received good news at the end of May. During a meeting at Palácio dos Bandeirantes, Governor João Doria signed the authorization for the Travel and Tourism Secretariat to enter into agreements that provide for the transfer of BRL 50.4 million. Each MIT will receive BRL 360,000 to start or continue with infrastructure works and improvements.

The transfers will reach the entire state. The administrative region of São José do Rio Preto, for example, has the largest number of beneficiaries, 22 cities, which will receive BRL 7.9 million.

Next come the regions of Campinas, with 21 municipalities and BRL 7.5 million and Sorocaba, with 14 and BRL 5 million.

The creation of MITs aims to expand and qualify the State's

tourism offer. With the exception of the 70 resorts, which have their own systems and have been consolidated for decades, all the other 575 municipalities in São Paulo are eligible to become

MITs, respecting the current limit of 140 vacancies. To do so, they must meet some criteria such as tourist potential, having a Municipal Tourism Council, emergency medical service, basic infrastructure, tourism master plans and recognized tourist attractions.

Last year, so that the State's 210 tourist cities – 70 resorts and 140 MITs – were better prepared for the resumption of travel in the post-pandemic period,

BRL 223.3 million were transferred, focusing on the continuation and completion of the works in progress. The same principle has been adopted in 2021, when more than 100 works may be delivered.



REPRESENTATIVES OF THE TOURIST REGIONS HAVE THEIR 6TH MEETING

The Travel and Tourism Secretariat brought together representatives from the 49 tourist regions of the state in a meeting to present its work.

Vinicius Lummertz, secretary, opened the event by presenting all areas involved in the regionalization program and emphasizing the importance of a structured economic recovery plan to train cities and meet the demands of tourists in the post-pandemic period.

The interlocutors were able to better understand the importance of the tourism map in structuring public policies that meet regional demands more completely. The division of regions is based on requests from the municipalities themselves and the participation of

each city, through the interlocutors, is fundamental for the formation of the map.

Each participant received a booklet containing the main initiatives of the São Paulo State Travel and Tourism Secretariat for the resumption of the sector. These include the SP 20-30 Tourism Plan, the São Paulo For All program, connectivity actions – increasing the air network in inland cities – credit access programs via Cadastur and the transfer of funds for construction works, structuring and renovation of public facilities via Dadetur.

In addition to the programs, the interlocutors were able to learn more about the activities of the Center of Intelligence of Tourism Economics (CITE), which helps municipalities with training courses and research data to identify possible improvements in the tourist structure of each region.

At the end of the meeting, the interlocutors were able to ask about the regional division of maps and the role they play in the formation of tourist regions, better understanding the role of the Secretariat in decision-making.

THE TRAVEL AND TOURISM SECRETARIAT HAS TRAINED TEAMS FROM MORE THAN 100 CITIES

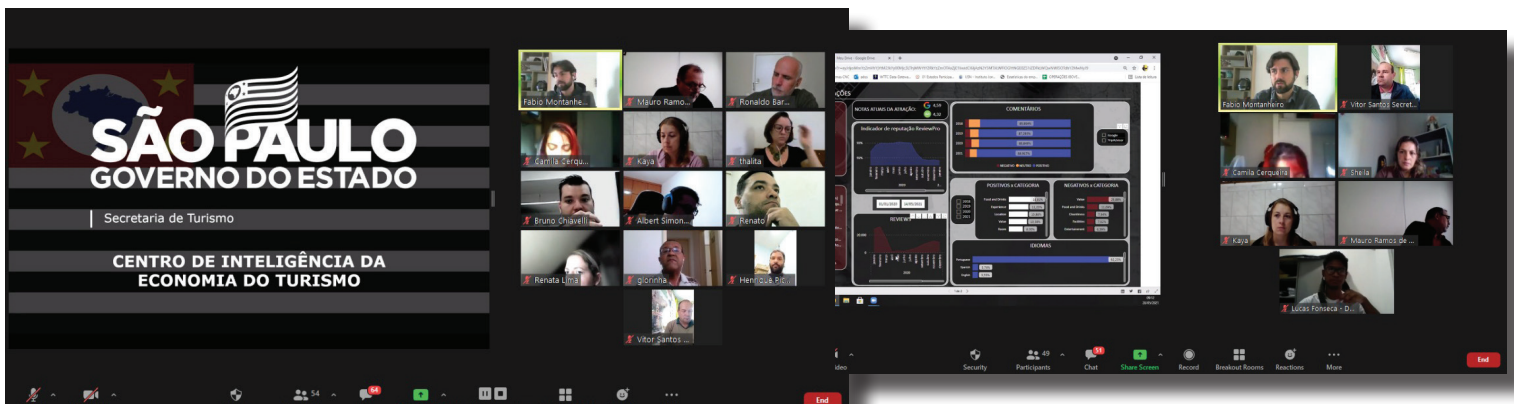
Linked to the São Paulo State Travel and Tourism Secretariat (SETUR-SP), the Center of Intelligence of Tourism Economics (CITE) has been promoting, since March, online training courses in research and monitoring. Until the first half of May, 254 civil servants from 108 cities had already participated.

The objective of CITE is to generate reliable information that can help in the creation of local and state development plans. CITE is also responsible for carrying out sectorial surveys and monitoring performance indicators in order to improve supply, identify problems and support possible solutions.

The course, free of charge, aims to enable agents to understand the importance and processes of data collection and analysis through websites, applications, among other sources. It is also possible to use

data from public or private institutions, such as CITE's partnership with Clickbus, an application for the sale of bus tickets, or Airbnb, for accommodation in residences. CITE uses data from Infraero (airports), IBGE (social and economic information), and ANAC (aviation), among others, to understand the movement of tourists and the reality of each city or region.

"Data is the great treasure of large companies and public institutions, forming the basis of business strategy and decision-making. As important as data collection is the treatment given to it, so that they result in applicable knowledge. In our case, the organization and analysis of data is used in the elaboration of public policies that encourage tourism", explains Fábio Montanheiro, coordinator of CITE. The course, with new groups every fifteen days, runs until the end of June.



The training carried out in online format runs until June.

Since I assumed the position of Secretary of Tourism of the State, I have been working to reinforce the strategic role of tourism in the economic agenda of São Paulo. Last week, three major actions, presented at an event at Palácio dos Bandeirantes, reinforced our role. I want to talk about the importance of each one, because they will reverberate – and bear fruit, for a long time to come.

For the first time since the creation of the 140 Municipalities of Tourist Interest (MITs) in 2015, we brought together the mayors in a government act to announce agreements worth BRL 50.4 million. More than a new breath for the recovery of our sector, tourism reinforced its role in the government of João Doria.

SETUR's new role also includes educating new generations for tourism. Teaching tourism in classrooms is our second major achievement.

Tourism is now part of elective subjects for young people from state public schools. As a pillar of regional development, tourism will consolidate itself as an essential theme in the construction of identity and as an activity that generates employment and income.

Finally, we got a last name – and we became more suited to our vocation. We are now the Travel and Tourism Secretariat, a way of recognizing a complex segment that moves more than 52 economic sectors. There is still a lot to be done and I am sure we are on the way. I thank each one of you who shared - and share - with me the dream of a bigger and better tourism.

Vinicius Lummertz
Secretary of Travel and Tourism of the State of São Paulo

MARKET DEMANDS AND ACADEMIC TRAINING ARE EVALUATED

The São Paulo State Travel and Tourism Secretariat (SETUR-SP) is promoting a cycle of meetings with professors and coordinators of tourism courses (technicians, technologists, undergraduate and graduate), representatives of the productive sector and governments, seeking to bring the tourism student closer to professional training on the demands of the labor market.

The first round of meetings involved 18 professors, coordinators and representatives from institutions such as the University of São Paulo (USP), São Paulo State University (Unesp), São Paulo Federal Institute (IFSP), Paula Souza Center, Senac, Anhembi Morumbi University and the Brazilian Association of Bachelors of Tourism (ABBTUR) in discussions to identify the future of the tourism professional - especially in adverse times for the sector, such as the pandemic.

The next step is to listen to representatives of companies responsible for hiring these professionals, such as travel agencies and operators, airlines, and

hotels, among others, and promote debates between the productive and academic sectors, identifying changes in the market.

The initiative is part of the Politourism Program, of the Travel and Tourism Secretariat, developed on the pillars of education, intelligence, business and innovation for the qualification and training of new leaders and talents that make up the productive chain of tourism in the State. The meetings are conducted by the Fundação Instituto de Administração from USP, hired to develop actions together with the Secretariat.

“The idea is to meet market demands, updating and improving training courses based on these demands. If tourism professionals need to develop certain skills when entering the job market, why not start working on them in educational institutions? New scenarios require new skills and our goal is for students to leave with this knowledge already”, comments Vinicius Lummertz, Secretary of Travel and Tourism of the State of São Paulo.

REGIONALIZATION AND TOURIST ROUTES ARE ANALYZED BY CONTURESP

The evolution of the main projects and initiatives of the Travel and Tourism Secretariat were presented during the May meeting of the Tourism Council of the State of São Paulo (CONTURESP). Representing Vinicius Lummertz, Secretary of Travel and Tourism, Rodrigo Ramos, coordinator of Tourism at the secretariat, listed the actions that are taking place and the involvement of the main actors on several fronts.

The coordinator highlighted the importance of the recent Meeting of Tourist Regions Interlocutors - RTs, when 40 representatives, out of a total of 49, were present. “The role of the interlocutor in the territorial organization is very important”, highlighted Ramos. He also announced that in June and July there will be workshops for the RTs, involving 360 municipalities with topics such as product development, promotion, the importance of data from the Center of Intelligence of Tourism Economics (CITE) and resources from the Department of Support to the Development of Tourist Municipalities (Dadetur).

With an eye on the post-pandemic period, the coordinator said that the probability of trips being internal, and not outside the country is high, “that is why we are structuring the Tourist Routes and will soon format a specific map for each one, facilitating the promotion”. Ramos highlighted the Bill of Touristic Districts, a theme that is being worked on with the Legislative Assembly,

by SETUR-SP, and also the Local Handicraft Program with the Subsecretariat of Craft Work in Communities (SUTACO), through a cooperation agreement that will bring the tourism production chain even closer to the artisan.

Luciana Derze, a CITE professional, highlighted the trainings that began in March and help local agents to collect and interpret tourism data. More than 100 cities have already been served. She stressed that CITE supports those interested in building Tourism Observatories, as has already happened with the Circuito Litoral Norte Paulista.

Then, the members of CONTURESP discussed some topics, such as the possible resumption of events with all the sanitary protocols; the Trem da Fé, from São Paulo to Aparecida, whose preparation is advancing; and the application of Tax Free, which encourages tourist consumption through tax refunds, as is already the case in several countries.

At the end of the meeting, Rota da Luz was on the agenda. It is the path taken by pilgrims between Mogi das Cruzes and Aparecida. Coordinator Rodrigo Ramos highlighted that one of the Secretariat's missions is precisely to promote Tourist Routes, such as Rota da Luz.

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



DESTINATIONS



**International Tourists
arriving in
São Paulo – Air**
(apr/2021)



**Domestic tourists
arriving in
São Paulo - Air**
(apr/2021)

MAIN ORIGIN OF TOURISTS (APR/2021)

International

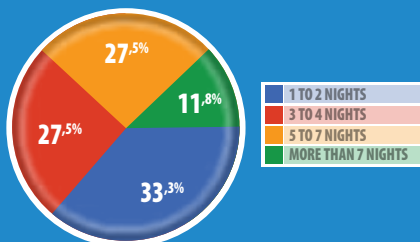


Domestic

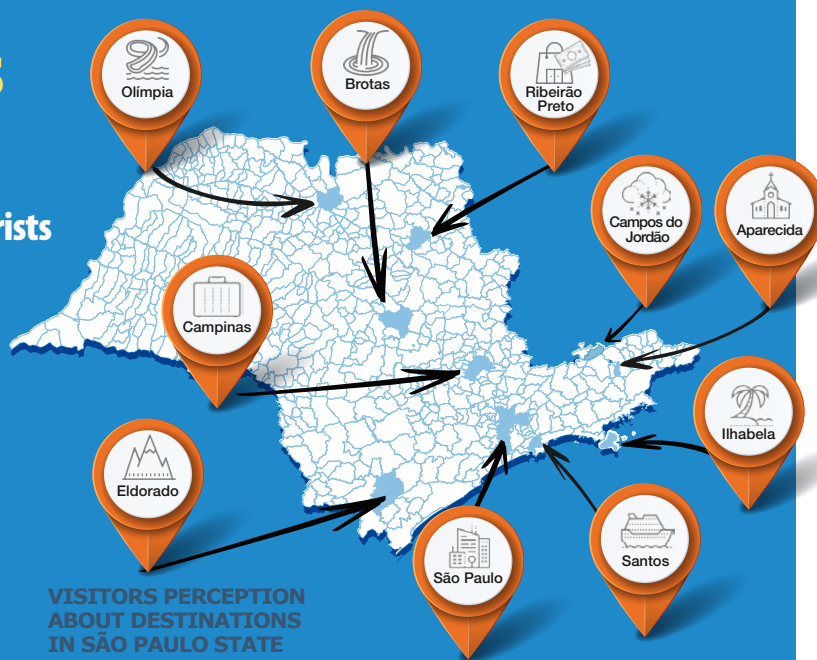
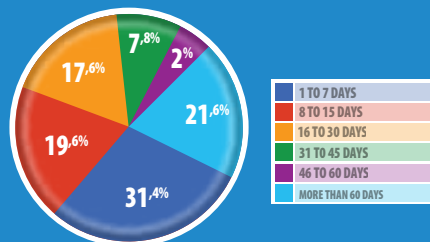


PROFILE OF TOURISTS IN SÃO PAULO STATE (APRIL/21)

LENGTH OF STAY

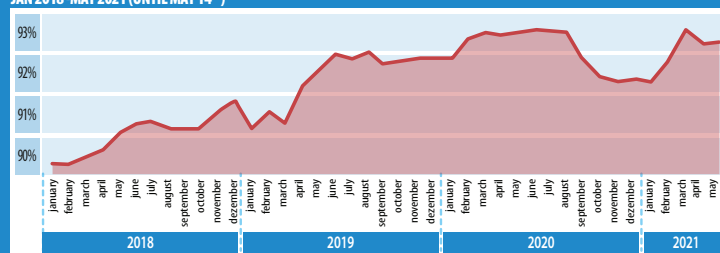


ADVANCE RESERVATIONS

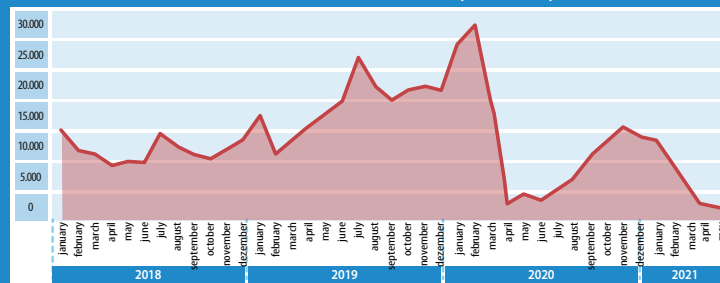


VISITORS PERCEPTION ABOUT DESTINATIONS IN SÃO PAULO STATE

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



TOTAL VOLUME OF REVIEWS FOR ASSESSED ATTRACTIONS - JAN 2018 - MAY 2021 (UNTIL MAY 14TH)



EVALUATION OF REVIEWS FOR ASSESSED ATTRACTIONS - JAN 2018 - MAY 2021 (UNTIL MAY 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	4,4%	6,68%	88,91%

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	27,5%	Value	27%
	Experience	12%	Food and beverages	11%
	Value	11%	Experience	9%

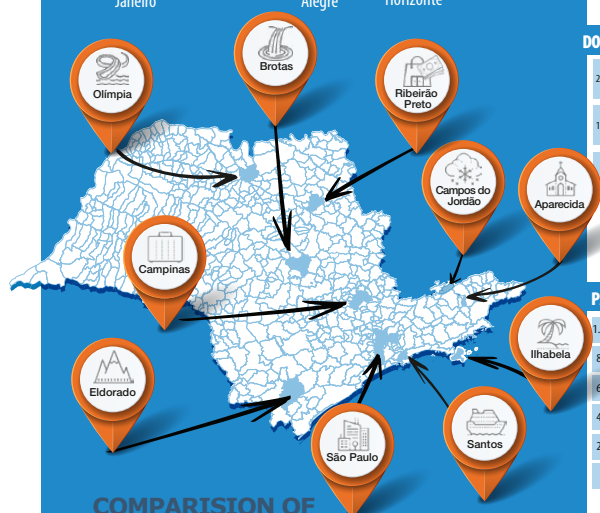
TRANSPORT

MAIN ORIGINS (APR/2021)

Internacional



Domestic



COMPARISON OF VEHICLE TRAFFIC RECORDS ON MONITORED ROADS* IN SÃO PAULO STATE

PERIOD 1 - MAY/19 TO APR/20



PERIOD 2 - MAY 20 TO APR/21



*PROX TO 10 TOURIST DESTINATIONS

PESUMPTION OF 84% ON THE WEEKENDS

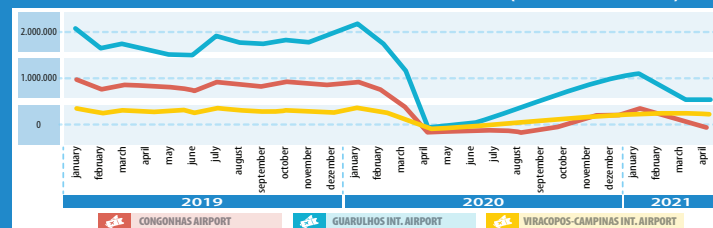


International
tourists
arriving in
São Paulo -
Air
(apr/2021)

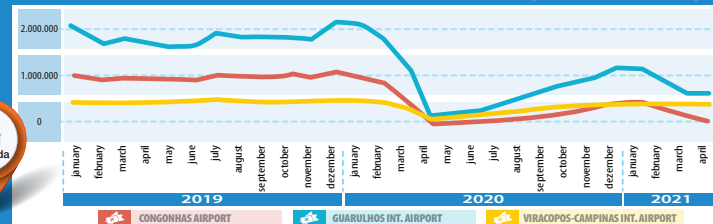


Domestic
tourists
arriving in
São Paulo -
Air
(apr/2021)

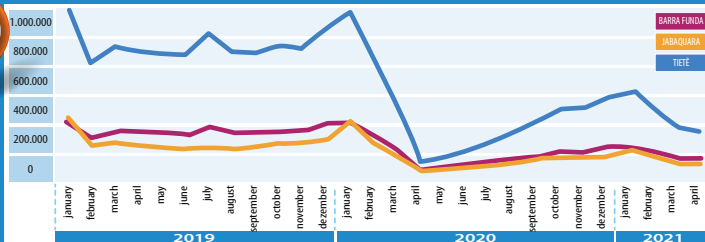
DOMESTIC AND INTERNATIONAL ARRIVALS IN SÃO PAULO AIRPORTS: 2019 - 2021 (NUMBER OF PASSENGERS)



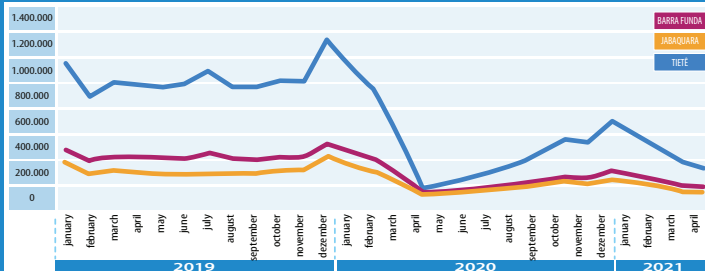
DOMESTIC AND INTERNATIONAL DEPARTURES IN SÃO PAULO AIRPORTS: 2019 - 2021 (NUMBER OF PASSENGERS)



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	-33	-26	-29
Serra do Itaqueri	Brotas	-5	2	-1
Bem Viver	Campinas	-14	-10	-12
Mantiqueira Paulista	Campos do Jordão	-33	-26	-29
Cavernas da Mata Atlântica	Eldorado	-11	-8	-10
Litoral Norte de São Paulo	Ilhabela	-5	-3	-4
Águas Sertanejas	Olimpia	-17	-14	-15
Costa da Mata Atlântica	Santos	-10	-6	-8
Capital	São Paulo	-18	-14	-16

CITE WILL OFFER CONSULTANCY FOR RESEARCH IN ILHABELA

Ilhabela, on the north shore of the state, will receive consultancy from the Center of Intelligence of Tourism Economics (CITE), of the State Travel and Tourism Secretariat. The goal is to create a tourism observatory on the island.

With the formalization of institutional support, Ilhabela will develop a methodology and have training for data collection, definition of the main indicators to be followed and how they can support public policies for the sector, in addition to creating a data consultation panel.

The initiative is part of the strategy of the Travel and Tourism Secretariat, initiated in 2019 with the creation of CITE, to build a base of statistical information across the state. This year, for example, CITE began training local teams for data collection and processing and signed a cooperation agreement with the Seade Foundation, an important step towards establishing an overview of tourism throughout the state.

SETUR's institutional support was formalized with the Municipal Secretariat for Economic Development and Tourism of Ilhabela.

TOURISM CLASSES: PUBLIC SCHOOLS WILL HAVE ELECTIVES IN THE SECOND SEMESTER

The Travel and Tourism Secretariat brought together representatives from the 49 tourist regions of the state in a meeting to present its work.

Students in high school and in the last years of elementary school in the state public network will have elective courses on the travel and tourism sector at their disposal. A cooperation agreement in this sense was signed on May 25th between the Education and the Travel and Secretariats, during a ceremony at Palácio dos Bandeirantes, and foresees the start of activities in the second half of this year.



The secretary of Education, Rossieli Soares, the vice-governor, Rodrigo Garcia, the governor João Doria, the secretary of Travel and Tourism, Vinicius Lummertz and the president of the Association of Municipalities of Tourist Interest in the State of São Paulo (AMITESP), Murilo Pinheiro Ramos.

The partnership, called Politourism.Edu, takes place through the Inova Educação Program, which promotes educational activities for the intellectual, emotional, social and cultural development of students, through elective courses, life projects and technology and innovation.

SEDUC has lined up three groups of electives: Tourism Express for 6th and 7th grade students, Nature and Adventure Tourism for 8th and 9th grade, and Touristic Networks for high school.

"Among other topics, we are going to address issues related to environmental awareness, solidary and creative green economy, classification of different attractions, in addition to promoting games and challenges", says Rossieli Soares, state secretary of Education.

"Our objective is to combine education with innovation and entrepreneurship, presenting tourism and its various segments as a factor for personal and professional development", said the secretary of Travel and Tourism, Vinicius Lummertz. "As a social and economic phenomenon, tourism has a great capacity to generate jobs, being an opportunity for young people who will soon be in the job market".

The Travel and Tourism and the Education secretariats have worked together since the beginning of the current administration. Last year they announced the division of school holidays into four periods throughout the year – one week in April and another in October, in addition to the traditional breaks in July and December and January. This would allow options for traveling, reducing seasonality, without harming pedagogical development. With the pandemic, the implementation of the initiative has been undergoing adaptations.





FROM VIOLA TO CELLO, THE SOUNDTRACK IS GUARANTEED IN CESÁRIO LANGE

Cesário Lange is located in the center of the south of the state, 149 km away from the capital, in the region of Sorocaba. There are just over 18 thousand inhabitants and a penchant for Religious, Leisure, Cultural and Rural tourism.

Accommodation is for all tastes and budgets: hotels, resorts, spas and luxury inns. The outstanding attraction of the city is the Castelo Water Park, a complex with more than 30,000 square meters, which offers numerous attractions such as water slides as high as an eight-story building, the Hot Coliseum, a thermal pool inspired by Roman culture, Decolando, a giant ramp from which you can go down lying on a special mat, and the Half Pipe, a 12 meter high ramp. There's more: a wave pool, a salt water pool and a river with rapids. As support, the park has a food court, snack bars, kiosks, restaurant, ice cream parlor, changing rooms.

Music is inseparable and for all tastes and ages. There is the Carlos Gomes Musical Corporation, the Darci Xavier da Silva Municipal Martial Band and the Viola Caipira Orchestra. Religious temples are also an option: its parish church, the Church of Santa Cruz, an outstanding religious and cultural heritage of Cesário Lange, located in the bucolic Adolfo Testa square, are two public spaces considered the founding nucleus of the city. Together with the traditional mansion where the city hall is located, they form a harmonious architectural ensemble, responsible for the aesthetic identity of the municipality. Elevated and wide, the Church presents, through its multicolored stained-glass windows open to the ceiling, an internal luminosity during the day, and at night,



Church of Santa Cruz, an outstanding religious and cultural heritage, with multicolored stained glass windows

through its interior lighting, a resplendent external clarity.

The Watch Tower Association of Bibles and Treaties, the Brazilian headquarters of the religious group Jehovah's Witnesses, is located in the city. The work of the Witnesses in the country is organized at the site and millions of Bible publications are printed there. Alongside religions, the city tells a little of its history through the Engenho Museum, conceived according to engineers from Minas Gerais, having belonged to a farm in Laranjal Paulista, where it became a source of brown sugar production. The museum, which tells part of the city's history, consists of a sugarcane mill and is located in Zaqueu Batista square, behind the City Hall Building.

The population's pride is the fig tree in the

Fazenda Velha district, known as Figueirão, a property listed by the Municipal Law of 2010. Wrapped in legends, the old fig tree at Fazenda Velha is a cultural heritage native to the neighborhood, perhaps the only collective symbol that unites that small community. This leafy tree is a remnant of the natural vegetation that formed that geographical area, today completely surrounded by human occupation.

The story tells that the population nucleus that gave rise to Cesário Lange began in 1872. The village was initially named Passa Três, later it became a district of Tatuí and finally received the current name. In 1959 it was elevated to the category of municipality and its implementation took place on January 1, 1960. The name is a tribute to the teacher/director of the first school in the village: Cesário Lange Adrien.



PLURAL AND EXAGGERATED, CHOOSE YOURS AND BE ENCHANTED BY SANTOS

Santos is many cities. The city of football. The city of Pelé. The city of coffee. The cable car city. The city of the Guinness Book. The port city. The city of the orchid house. Unique characteristics differentiate it on the São Paulo coast, uniting history, nature and development. 70 km from the capital of São Paulo, it houses the largest port in Latin America, which guarantees not only international trade but also embarkation and disembarkation on cruise ships. Access to other parts of the state is via very good quality roads.

The city, started by the Portuguese Brás Cubas in 1536, today has a cosmopolitan appearance, with more than 430,000 inhabitants. The largest beach garden in the world, registered in the Guinness Book of World Records, deserves to be highlighted, with its 5,445 m in length. In it, an immensity of flowers and 1700 carefully treated trees. With a coastline of seven kilometers of beaches and a tropical climate, Santos offers a variety of leisure and entertainment, as well as a trendy nightlife. Flat in much of the territory, it is an invitation for bike rides, as well as hiking.

In gastronomy, the city makes all the difference. Tolentino Figueiras Street, in the Gonzaga district, is better known as Gastronomic Street, with great menu options and where you can find cuisines such as Mexican, Japanese, Portuguese, Italian and restaurants that offer the region's delicious seafood.

Santos is varied. It has theaters (the Coliseum, which is the biggest of them all, Sesc, in the Aparecida district and the



At the Pelé Museum there are documents, shirts, soccer shoes, balls and trophies of the '20th century athlete', Edison Arantes do Nascimento.

Municipal Theater complex – the Brás Cubas and Rosinha Mastrângelo rooms), churches (Nossa Senhora do Rosário, Monte Serrat, Embaré, Carmo and others), the Monte Serrat cable car (and the view from the top), the museums (of Coffee Museum, in the building of Bolsa do Café, the Pelé Museum in Valongo, the Surf Museum, as well as the Fisheries

Museum) and other places such as the Municipal Aquarium (joy of the children) and the Orchid House (where the fresh air of plants mixes with the sea breeze).

The Santos hotel network is varied, as well as its bars and restaurants. Santos also stands out for business tourism, with good infrastructure for fairs and conferences



Santos has the largest beach garden in the world, registered in the Guinness Book, with its 5,445 meters in length.

NAUTICAL MAY: THE CITY OF BERTIOGA HIGHLIGHTS THE STATE'S POTENTIAL

The Secretary of Travel and Tourism of the State of São Paulo, Vinicius Lummertz, participated in the Nautical May event, held by Bertioiga City Hall and broadcasted live on Facebook. The event discussed the direction of nautical tourism and the resumption of post-pandemic activities.

In addition to the opening, the secretary participated in a roundtable with nautical authorities, government representatives and specialists in the sector. "Few countries in the world have the potential that the north coast has, with its natural beauty and complete tourist infrastructure. The Travel and Tourism Secretariat (SETUR-SP) is working to present the North Coast as a tourist attraction for the whole world", he commented.

Lummertz spoke about the projects that the department

carried out in favor of the growth of the nautical segment. The Secretariat will use the Best Practices initiative to train several city halls on how to assemble nautical equipment and reallocate resources for the segment. 120 cities with potential to explore the nautical segment have already been identified. SETUR-SP is also carrying out the mapping of the entire North Coast to identify favorable locations for hotel and tourist developments, providing complete technical sheets on access, licenses, tourist flow and other data that can facilitate dialogue with investors.

After the roundtable, the Technical Director for Transport Modes, Luis Sobrinho, from InvestSP/SETUR-SP, presented the panel "Post-pandemic nautical tourism" and discussed the paths to resume activities after mass vaccination and normalization of activities.

CITE PRESENTS RESULTS AT THE 12TH MEETING OF THE MARKET INTELLIGENCE NETWORK IN TOURISM

On May 17, the 12th Meeting of the Market Intelligence Network in Tourism (RIMT) was held. online, bringing together state managers of intelligence centers, specialists from private market intelligence institutions, as well as representatives from Embratur and Sebrae in order to share experiences and methodologies in the creation of intelligence in favor of tourism.

Representing the São Paulo State Travel and Tourism Secretariat (SETUR-SP), Fábio Montanheiro, consultant from InvestSP and coordinator of the Center of Intelligence of Tourism Economics (CITE), presented a little of the history and actions carried out in the current administration: "We were born in 2019 from the need to create indicators that reveal the tourist movement in the municipalities in order to develop more assertive public policies for each location. Before, the state had little sectorial research, there was no structure to collect this information and SETUR-SP was not a reference in the production of intelligence for tourism", he said.

CITE started to carry out surveys on important events with a tourist impact and, already during the pandemic, online, prospecting involving tourists and even residents of São Paulo destinations – a novelty, since surveys of this type usually only involved the opinion of visitors.

CITE also created and shared several reports based on analyzes of tourism performance indicators, such as means of accommodation, airflow, issuance of road tickets, among others. It also signed agreements with private companies, such as the partnership with Clickbus, which provides data on emissions from road tickets, or Airbnb with data on rental of houses and apartments in tourist regions.

CITE's most recent action was the online training aimed at public agents in order to train city hall teams to reliably collect and analyze data regarding the tourist flow in their cities. Teams from more than 100 cities in the state have already been trained.

In addition to exchanging information, participants at the meeting were able to have their questions answered

by experts in market intelligence, such as Armelle Decaup, founder of Defi Competitive Intelligence and Federico Esper, CEO and co-founder of Soul Data.

The Tourism Market Intelligence Network (RIMT) is an environment for analysis and permanent sharing of information and knowledge between representatives of the private sector, the third sector and the government, in order to guide the promotion of destinations, according to expectations and market trends.



AGENT TRAINING DURING BNT MERCOSUL 2021



Rodrigo Ramos, coordinator of Tourism of the São Paulo State Travel and Tourism Secretariat presents state figures

Aiming to encourage the promotion and commercialization of São Paulo destinations, the São Paulo State Travel and Tourism Secretariat held a training course aimed at travel agents and operators, presenting the very best of São Paulo. Lasting 60 minutes, the presentation took place on the first day of BNT Mercosul, a fair that brings together professionals from the tourism sector with the aim of promoting destinations and expanding business contacts.

Rodrigo Ramos, coordinator of Tourism, started the training by presenting a technical sheet about the State and its vocation for tourism: the largest airport in South America (Guarulhos), the largest port in South America (Santos), as well as excellent roads and cities with complete infrastructure to receive tourists.

Among the highlights of the state are the mountains. Serra da Mantiqueira, located in one of the highest points in Brazil, is surrounded by cities with tourist appeal such as Campos do Jordão, São Bento do Sapucaí and Santo Antônio do Pinhal, where low temperature climate guarantees a unique experience, with a focus on gastronomy, the natural beauty, the practice of sports and in the receptive. Another option is the Serra do Itaqueri, surrounded by 13 municipalities and ideal for adventurers looking for sports such as rafting, paragliding, trekking, or more peaceful activities such as diving in waterfalls and medicinal water spas.

Religious tourism is also a major attraction of the state, represented by the famous Route of Faith – a pilgrimage route that includes several cities with religious appeal, endowed with temples, shrines, basilicas and other sacred monuments. The city that most represents religious tourism in the State is Aparecida, home to the famous National Sanctuary, the most visited temple in Latin America.

One of the main projects of the Travel and Tourism Secretariat

is to take advantage of the quality of São Paulo's roads that lead to cities in the countryside to create scenic routes. In this sense, the Secretariat signs partnerships with local governments for the creation of viewpoints, paradors, elevated walkways, among other interventions that help transform the roads into an attraction themselves, taking advantage of the region's beauty.

The capital

Cintia Hayashi, Director of International Events at Visit SP and Michele Carvalho, from the Secretariat of Economic Development, Labor and Tourism of the City of São Paulo, presented the attractions of the city of São Paulo - the 1st in Brazil in international events and responsible for the coming of more than 15 million tourists annually. The city of São Paulo has a structure of 119 theaters, 124 museums, 126 parks, thousands of bars and restaurants, with 58 types of cuisines. In addition to airports, the city has bus terminals that connect the capital with all municipalities in the interior, has an excellent railway line, subway and more than 500 km of cycle paths.

Among the city's attractions, a highlight to Farol Santander, a building that houses cafes, restaurants, exhibition centers and even a skate park, the Terraço Itália, a refined restaurant with a privileged view of the city centre, the Bar dos Arcos, located in the underground of the charming Teatro Municipal and the Ibirapuera Park, which houses a large leisure area as well as museums and exhibition centers. The city's attractions are marked by the plurality of ideas and ethnicities that make São Paulo a multicultural city.

At the end of the presentation, the SETUR team answered questions from the participants and provided contacts and materials for the agents who participated in the training. Among the participants, two hotel nights in the Vale do Ribeira region were raffled.

São Paulo State Travel and Tourism Secretariat

Vinicius Lummertz
Secretary

Guilherme Miranda
Executive Secretary

Wagner Hanashiro
Chief of Staff

Rodrigo Ramos
Tourism Coordinator

Center of intelligence of Tourism Economics (CITE)

Fabio Montanheiro
Consultant/ Market Intelligence
InvestSP/SeturSP

Gustavo Grisa
Consultant/ Economy and Projects
InvestSP/SeturSP

Luciana Derze
Consultant/ Market Intelligence
InvestSP/SeturSP

Texts e reviews:
Press relation team



Center of Intelligence of Tourism Economics
São Paulo State Travel and Tourism Secretariat
Praça Ramos de Azevedo, 254 - 5º andar - República
São Paulo - SP - 01037-010
pesquisa@turismo.sp.gov.br

SECRETARIAT OF TOURISM INCORPORATES

“TRAVEL” INTO ITS OFFICIAL NAME

São Paulo State Travel and Tourism Secretariat is the new name of the state secretariat, announced during a meeting between Governor João Doria and the mayors of the State's 140 Municipalities of Tourist Interest (MITs).

“By incorporating “Travel” to the already traditional Secretariat of Tourism, São Paulo recognizes, draws attention and demonstrates the importance of a sector that is fundamental in several world economies”, recalls Vinicius Lumertz, secretary. “In São Paulo, in 2019, BRL 222 billion in revenues were generated, representing 9.3% of the Gross Domestic Product (GDP) of São Paulo and, most importantly, a strong capacity to generate jobs, which will be essential after this bitter period of pandemic”.



The proposal to change the name of the Secretariat is part of the SP 20-30 Tourism Plan, developed with representatives from the private sector, technicians, local, regional and national leaders, in addition to the contribution of entities such as the UNWTO and the World Travel and Tourism Council (WTTC). The plan was launched at the end of last year and provides guidelines for the sector's development throughout the decade.

“Travel and Tourism is an economic and social dimension that is shaped and developed based on the peculiarities of each region. In big cities it is related to commercial and cultural events and to meetings. In coastal cities, it is mainly translated into leisure-motivated travel. And in more than 200 cities in our state, it has a unique offer, with gastronomy, culture, history, belonging, adventure and ecology, mountains and even scientific development. Travel and Tourism have no contraindications: they coexist well with all the other economic vocations and social profile of the destinations”, says secretary Vinicius Lummertz.

TOURISM FOR ALL: UNWTO PRESENTS BEST SUSTAINABLE PRACTICES

In May, the World Tourism Organization (UNWTO) presented the publication “Accessibility and Development of Inclusive Tourism - Compendium of Good Practices”, available in the Electronic Library of the UNWTO. This publication is the result of the work carried out in recent months by the Working Group on Accessible Tourism, coordinated by the Department of Affiliated Members and chaired by the Spanish Accessible Tourism Network.

The material aims to provide all relevant stakeholders with tools and resources to make their tourist destinations, facilities and services accessible.

The objective is to create an accessible path in nature, from which to envision a new approach to the development of inclusive tourism in natural areas, which is very in line with the UNWTO priority of promoting Accessible Tourism.

Affordable accommodations in nature, accessibility to natural parks and beaches, and the use of plastic to manufacture affordable products are just some of the topics presented. The material can be accessed free of charge in English and Spanish at the link: <https://www.unwto.org/doi/book/10.18111/9789284422777>