



MONITORING TRAVEL & TOURISM SP

JUL 2021

turismo.sp.gov.br/ciet

IMPLEMENTATION OF SCENIC ROUTES ADVANCE IN RIBEIRA VALLEY

Rota Cênica SP, one of the main programs of São Paulo State Travel and Tourism Secretariat (SETUR-SP), will finish in August the executive projects of the first 15 interventions in three highways in Ribeira Valley, in the south of the state.

There will be viewpoints and stops on SP-165 (Iporanga-Apiaí), SP -250 (Apiaí-Ribeira-Guapiara) and SP-139 (São Miguel Arcanjo-Sete Barras). The structures should be inaugurated in May 2022. “The Scenic Routes will be another good reason to travel in a state that already has the best highways in the country”, says the secretary of Travel and Tourism, Vinicius Lummertz.

The scenic routes are paths that already have scenic, natural, cultural, geological qualities, which receive structures to protect and enhance their characteristics. With these interventions, explains the technical responsible for the projects, Ike Gevaerd, “the paths transform the journey itself, on the way back and forth, into a new attraction, with visitor centers, campsites and parking lots, lookouts and panoramic walkways, for example. They transform paths where things are barely visible, into paths where things are done”.

Other regions: in addition to Vale do Ribeira, known for the largest preserved area of Atlantic Forest, caves, parks and natural reserves, as well as beaches in the extreme south of the state, the Rota Cênica SP project concluded the masterplans for three more regions: Mantiqueira Paulista, North Coast and the Water and Flowers Circuit.



Between Iporanga and Apiaí, the Alto Ribeira Touristic State Park (Petar) is part of the Rota Cênica SP project

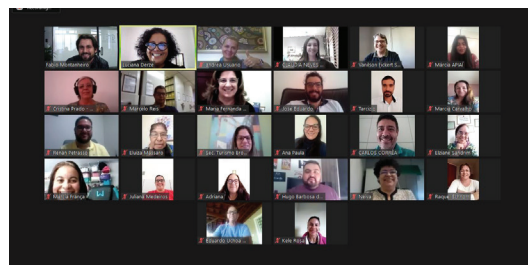
EXTRA CLASS FOR TRAINING ON DATA COLLECTION

In the first semester, the Center of Intelligence of Tourism Economics (CITE) held a series of training courses on data collection and analysis, aimed at municipal tourism teams. In all, 436 managers from 184 cities were trained. To meet the demand, an extra class was scheduled for August 5th and 6th.

The objective of the training is to present tools, databases and methods so that public managers can assess the tourist impact and assist in the development of products and services. In addition to the eight hours of the course, divided into two days, participants receive a digital booklet with all the content.

Cities such as Espírito Santo do Pinhal and Barra do Turvo, among others, are already putting into practice what

was taught, conducting surveys among tourists and the population and gathering data on local tourism in order to improve the offer. All cities can access data from CITE itself, such as the Tourism Perception Survey, which assessed the opinion of residents of tourist cities on the impact of visitors and issues such as the local economy and the environment.



The Monthly Tourism Activity Index (IMAT) of the Tourism and Events Observatory of the City of São Paulo is already available on the website www.observatoriodoturismo.com.br. Access and check it out.

Dadetur transfers BRL 75.7 million in the first half

In the first half of the year, the São Paulo State Travel and Tourism Secretariat (SETUR-SP) transferred R\$ 75.7 million to infrastructure works and improvements in 119 cities. The resources are from the Department of Support to the Development of Tourist Municipalities (DADETUR).

These resources allow the 70 resorts and 140 municipalities of tourist interest to be structured to welcome travelers again. SETUR-SP estimates that more than 16 million domestic trips stopped last year due to the pandemic.

Destinations, products and election for the COC dominate the CONTURESP meeting

Debates and manifestations of the entities marked the meeting of the Tourism Council of the State of São Paulo (CONTURESP), held on July 13th. Representatives from the fairs and events sector still feel limited as a result of this atypical time, but they are already planning a return for the second semester, with all the security protocols. CONTURESP participants learned about the three current programs: Local Handicraft, LGBTQ SP and Adventure Week in Ribeira Valley.

After a long – and exhausting – period of seclusion, the confidence and desire to travel starts to grow inside of us. The world, seen from the window of our homes, is already less hostile, but still strange. As vaccinated tourists, we are going to experience an unprecedented relationship with sanitary protocols. If, on the one hand, the vaccine has reduced deaths and hospitalizations for Covid-19, the presence of the virus is still very strong - and can generate dangerous mutations and lead to setbacks.

The context is of a pandemic, but science has helped us to overcome the harsh moment of confinement. People are already taking a chance on a stroll outdoors and dreaming of an end-of-the-year trip, a moment when tourism in the country may experience the greatest movement in its history. We will go to the beach, have Christmas with the family, a meeting with friends, but we'll have to get used to the swab tests and the little hole in our fingertips. And we are definitely not going to be free of the mask or the alcohol in gel anytime soon.

We have reached the tipping point: how to build this new world without going backwards? We need a collective pact, there is no other way out, it is necessary to close an agreement as a society to recover our right to travel. Unvaccinated citizens, who do not test and do not comply with the rules of distancing, expose the whole society to risk.

Like the European vaccination passport, required from citizens who travel through the European countries, rescuing the right to mobility presupposes a tiring but necessary routine of tests and updated vaccines. If you want to travel on your holidays, do your part and convince those you know to do the same. There is nothing to stop us from advancing and accumulating, little by little, new achievements. Only ourselves. Take care and have a good trip.

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

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.



DESTINATIONS



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



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

MAIN ORIGIN OF PASSENGERS (JUN/2021)

International



Domestic

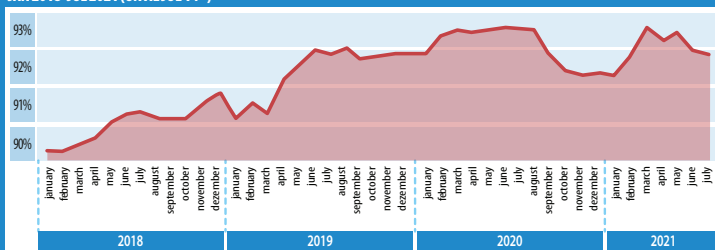


GRADES OF ATTRACTIONS SÃO PAULO STATE

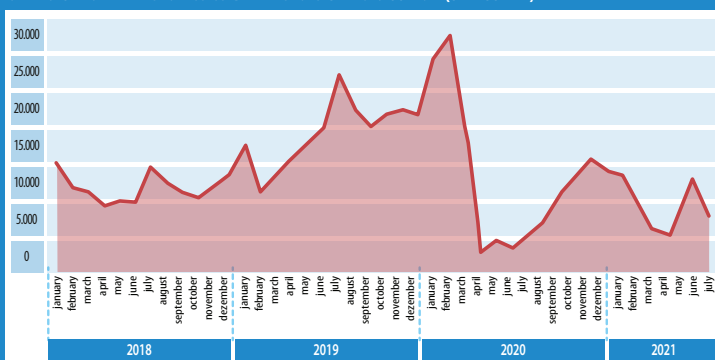


VISITORS PERCEPTION ABOUT DESTINATIONS IN SÃO PAULO STATE

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



TOTAL VOLUME OF REVIEWS FOR ASSESSED ATTRACTIONS - JAN 2018 - JUL 2021 (UNTIL JUL 14th)



EVALUATION OF REVIEWS FOR ASSESSED ATTRACTIONS - JAN 2018 - JUL 2021 (UNTIL JUL 14th)

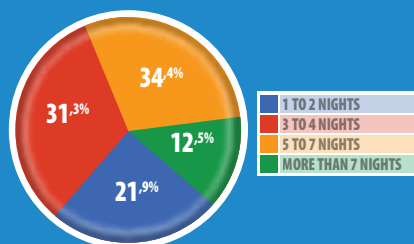
2018	3,54%	10,54%	85,89%
2019	4,64%	8,06%	87,29%
2020	5,88%	7,26%	86,84%
2021	3,80%	6,34%	89,84%

NEGATIVE NEUTRAL POSITIVE

POSITIVE AND NEGATIVE CATEGORIES: 2019 - 2021

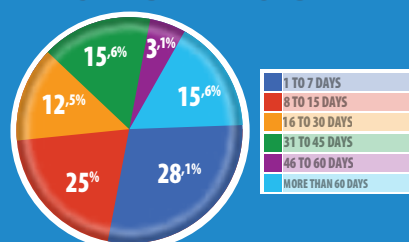
POSITIVE			NEGATIVE		
2019	Food and beverages	13%	Value	25%	
	Experience	11%	Food and beverages	11%	
	Value	10%	Facilities	8%	
2020	Food and beverages	16%	Value	30%	
	Experience	14%	Food and beverages	11%	
	Value	10%	Cleanliness	9%	
2021	Food and beverages	34%	Value	32%	
	Experience	11%	Food and beverages	11,5%	
	Value	11%	Experience	8%	

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



LENGHT OF STAY

ADVANCE RESERVATIONS



JULHO/2021

Secretaria de Turismo e Viagens

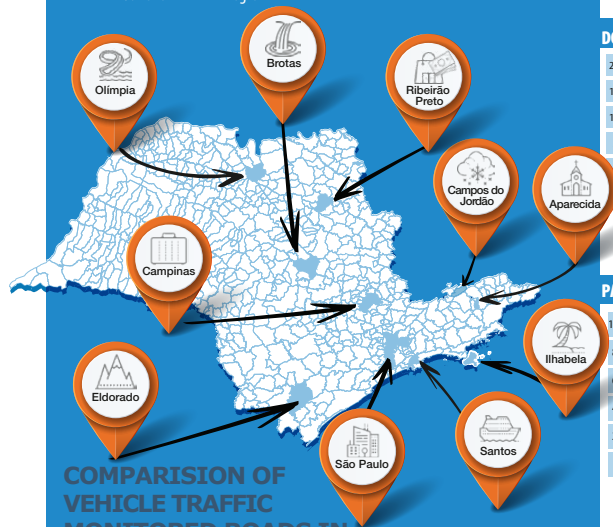
TRANSPORT

MAIN ORIGINS (JUN/ 2021)

International



Domestic



COMPARISON OF VEHICLE TRAFFIC MONITORED ROADS IN SÃO PAULO STATE

PERIOD 1 - JUL/19 TO JUL 20



PERIOD 2 - JUL/20 - JUL/21



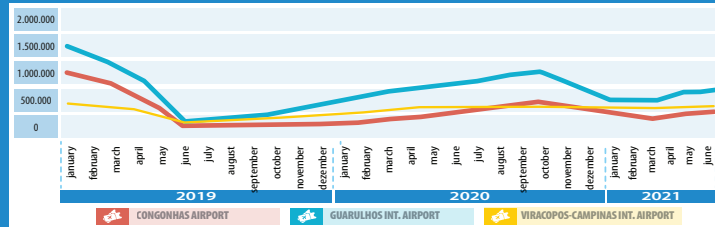
PROX TO 6 TOURS DESTINATIONS

ROAD MOVEMENT VARIATION - TOURISM REGIONS (%)

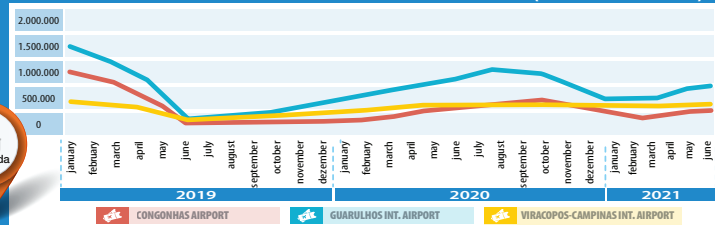
TOURISM REGION	DESTINATION	WEEKEND	WEEK DAY	TOTAL FLOW
Fé	Aparecida	-16	-15	-15
Serra do Itaqueri	Brotas	3	7	5
Bem Viver	Campinas	-4	-2	-3
Mantiqueira Paulista	Campos do Jordão	-16	-15	-15
Cavernas da Mata Atlântica	Eldorado	-2	-1	-1
Litoral Norte de São Paulo	Ilhabela	1	0	0
Águas Sertanejas	Olímpia	-15	-12	-14
Costa da Mata Atlântica	Santos	6	6	6
Capital	São Paulo	-7	-6	-6



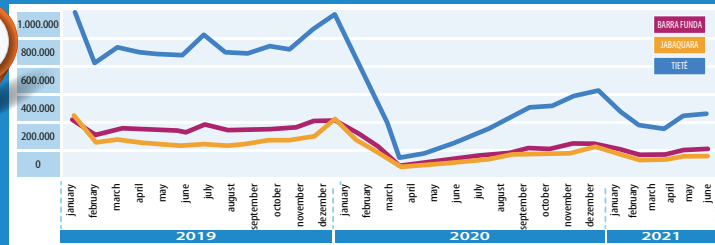
DOMESTIC AND INTERNATIONAL ARRIVALS IN SÃO PAULO AIRPORTS: 2019 - 2021 (NUMBER OF PASSENGERS)



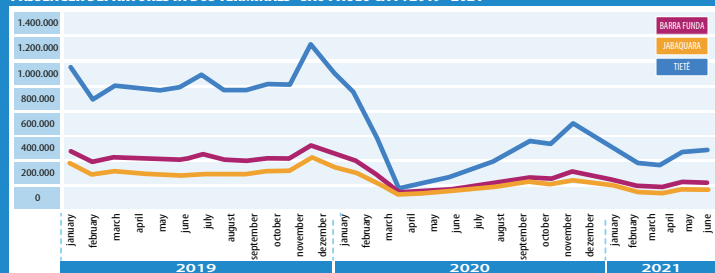
DOMESTIC AND INTERNATIONAL DEPARTURES IN SÃO PAULO AIRPORTS: 2019 - 2021 (NUMBER OF PASSENGERS)



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



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



RESUMPTION OF 94% ON THE WEEKENDS



Sources: ANAC, ANTT, ARTESP, SOCICAMCLICKBUS, AIRBNB, REVIEWPRO, PESQUISA SETUR/SP, 2021



Fresh Water tourism charms

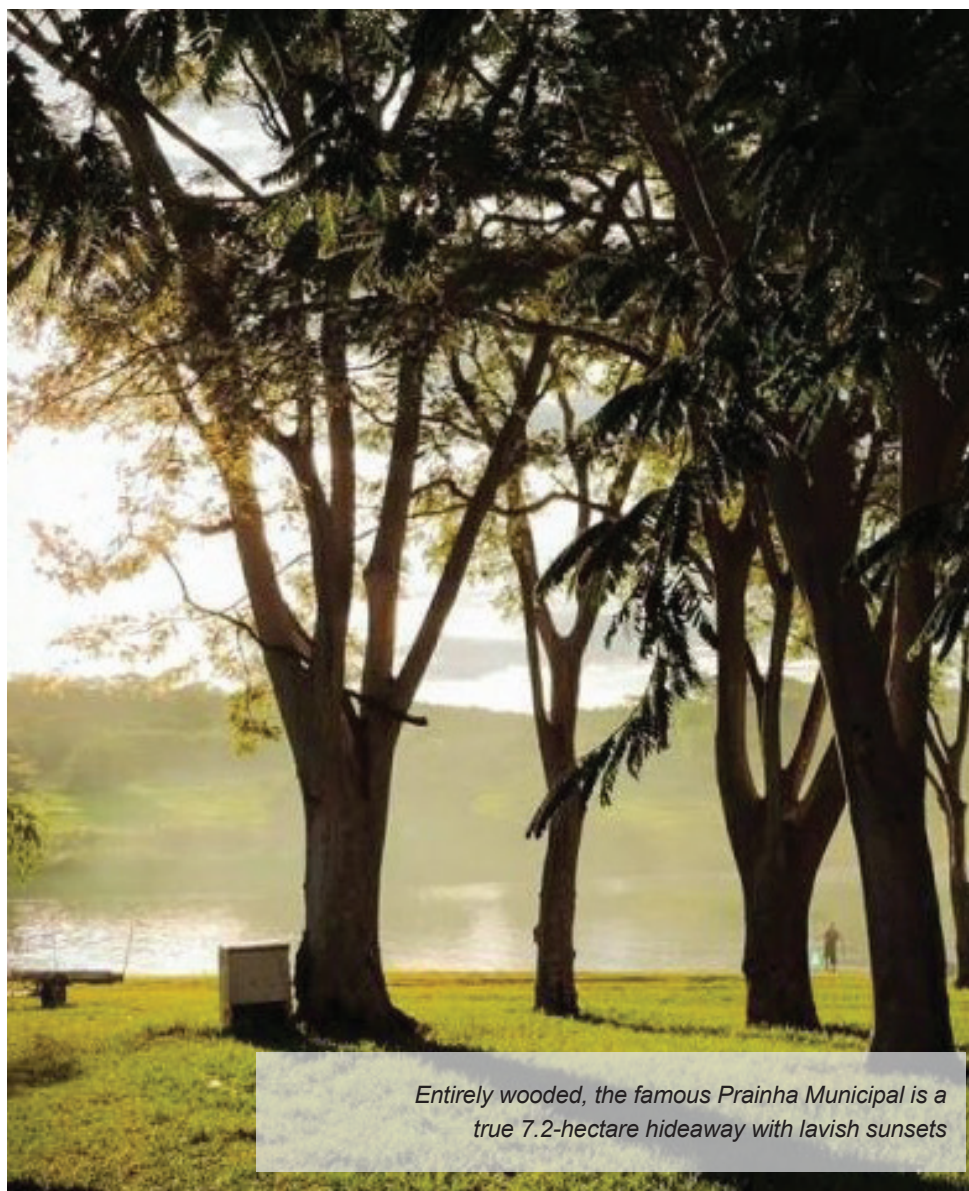
Mira Estrela

Mira Estrela, located 590 km from São Paulo, is among the 14 municipalities of the Maravilhas do Rio Grande Tourist Region and is bathed by the waters of this river, it has a temperate climate and its quality of life is considered high. In 2017, the city obtained the seal of municipality of tourist interest (MIT) and its diversity of attractions makes it one of the most visited destinations by tourists from various origins.

With 3,106 inhabitants (IBGE 2020), it has a river beach, the famous Prainha Municipal. It is 11 km from the urban center, a true refuge with 7.2 hectares, with chalets, barbecue grills, kiosks, snack bars and a restaurant. Prainha is entirely wooded, has a camping area, a lake for bathing and has a green area, a playground with toys for children and soccer, volleyball and footvolley fields. It is visited by 2,100 people on weekends, reaching around 8,400 tourists on long holidays. All with a generous sunset.

For fishermen, the Rio Grande, which bathes Mira Estrela, is rich in fish such as dorado, surubim, lambari and peacock bass. There is also the Tucuna Free Circuit and the city is part of what is one of the biggest competitions of sport fishing in Brazil, exclusively dedicated to peacock bass fishing, in the fish-and-release style. The Mira Estrela region has 100% paved roads, which facilitates tourist access to various local attractions. For example, you can go to the Ecological Trail, known as "Mata dos Macacos", where ecotourism is practiced, environmental education is promoted and there are monkeys showing themselves to visitors.

In December, Mira Estrela promotes the Festival of Guitarists, with awards for competitors, and in March there is also the



Entirely wooded, the famous Prainha Municipal is a true 7.2-hectare hideaway with lavish sunsets

Cycling Tour, which attracts hundreds of local and foreign athletes. Praça Cândido Brasil Estrela is the main meeting point, with bars and restaurants, where the nightlife takes place. Therefore, Mira Estrela shows that how to do well in the constellation of tourist destinations in São Paulo.

How to get there:

To go to Mira Estrela, leaving São Paulo, you must access SP-348 (Rodovia dos Bandeirantes) to exit 168, SP-310 (Rodovia Washington Luiz) to exit 453-A, SP-320 (Rodovia Euclides da Cunha) to exit 551 and SP-527 (various names).

More information on: www.miraestrela.sp.gov.br (Portuguese only)



Eldorado: far beyond the Devil's Cave

Tourists are guided by a journey of an hour and a half through galleries, stairs, stalactites, stalagmites (sedimentary rock structures formed inside caves) and water currents from the Gruta da Tapagem, better known as the Devil's Cave, the largest in the entire State of São Paulo, located in the tourist resort of Eldorado, 250 km from the capital of São Paulo. It is one of the most iconic points of Eldoran tourism. This tour through rock formations 600 million years old makes the cameras and memories of visitors happy. The city, in turn, part of the Cavernas da Mata Atlântica Tourist Region, is located in a highly diversified mountain region and has more than 70% of its area covered by the intact Atlantic Forest biome, in an excellent state of conservation.

With a population of 15,500 inhabitants (IBGE 2020), Eldorado usually receives visitors focused on ecotourism and adventure tourism. The city's inns offer receptive tourism services and usually take visitors to the Caverna do Diabo State Park, to quilombos such as Ivaporunduva, and likewise to Cachoeira do Meu Deus, after trails that last up to five hours of walking. The resort also has 30% of its territory occupied by conservation units, such as the Jacupiranga and Intervale state parks, which are areas intended for the preservation of the Atlantic Forest. In the past, the search for gold gave birth to Eldorado, today, tourism makes the city turn into gold.

Around the 1920s, the Portuguese naturalist, botanist and geologist Manoel Pio Correa, on a scientific visit to the



The Devil's Cave is considered the 8th Wonder of the World.

Eldorado region, called the Vale do Ribeira "the São Paulo Amazon". In turn, the "Valley" has been recognized by UNESCO (United Nations Educational, Scientific and Cultural Organization) as a "Natural Heritage of Humanity" since February 1993.

It is interesting to note that in Eldorado it is not allowed to take any tour without the accompaniment of a local guide and thanks to this receptive tourism work, visitors are able to learn a lot about the region and discover its best.

The story goes that Eldorado became a municipality on 10/03/1842 and was one of the first cities in the entire state of São Paulo to have electricity, generated by its own plant in its territory and which operated from 1926 to 1962.

To go to Eldorado, leaving from São Paulo, take the BR-116 (Régis Bittencourt) to exit 475 and the SP-193 (José Edgar Carneiro dos Santos)

More information on: www.eldorado.sp.gov.br (Portuguese Only)



The Waterfall of Meu Deus, which was elected the most beautiful in the state

NEW RESEARCHES

PROFESSIONAL PROFILE IN TOURISM

The Center of Intelligence of Tourism Economics of the São Paulo State Travel and Tourism Secretariat (CITE/SETUR-SP), in partnership with the Administration Institute Foundation (FIA), is carrying out a survey in order to identify the challenges of training professionals in tourism in the State of São Paulo. The results of this survey will serve to create a proposal for syllabus content in training courses in the area so that they are more in line with the market. The survey will also serve to draw a profile of the companies and the people who work for them.

The survey can be answered by sector entities, municipal tourism secretariats and companies operating in the area.

SECRETARIAT MAPS TRAVEL AGENCIES

The São Paulo State Travel and Tourism Secretariat is carrying out a biannual mapping of the activities of São Paulo tourism agencies and operators, through an online survey. The deadline for responses was extended to August 15th.

The research aims to understand the segments and which destinations they sell the most - or which arouse interest, but are not sold due to lack of information or material. The survey also projects sales and sales expectations for these companies' destinations for the next six months.

The results will be gathered in a report available on the website of São Paulo State Travel and Tourism Secretariat. In addition to commercial issues, the data point out paths for the development of public policies in the sector.

The requirement for agencies to participate in the survey is to have the Registry of Tourist Service Providers (CADASTUR) of the Ministry of Tourism.

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VALE DO PARANAPANEMA RECEIVES GUIDANCE ON CREATING TOURIST ROUTES

The São Paulo State Travel and Tourism Secretariat (SETUR-SP) met with representatives of the Intermunicipal Consortium of Vale do Paranapanema (CIVAP). The objective was to discuss the creation of the Vale do Sol tourist region, as a way to promote tourism in the region.

Consortium representatives will participate in the course on local tourism data collection and analysis, carried out by CITE in August, which will help

assessing the behavior of travelers and how to expand the tourist offer.

CIVAP intends to structure tourism based on sustainability, taking advantage of the abundance of green areas and the natural diversity of its municipalities. The Paranapanema Valley has its economy based mainly on agriculture. The region's tourism potential is still little explored, especially in the cities on the banks of the Paranapanema River.

