



MONITORING TRAVEL & TOURISM SP

AUGUST 2021

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SÃO PAULO GOVERNMENT AUTHORIZES TRANSFERS OF BRL 202.2 MILLION TO 70 TOURIST CITIES

On August 5, Governor João Doria authorized the signing of agreements for works and infrastructure improvement in 70 tourist resorts, totaling BRL 202.2 million, the highest value in the last five years. "We are going to focus our attention now and, above all, on the future. And the future is in tourism. This investment that is here will return in travelers, consumers, joy, hope, happiness, income generation and opportunities for all these cities", said the Governor.

During the ceremony, the São Paulo State Travel and Tourism Secretariat (SETUR-SP) also launched two new initiatives to foster the sector. An agreement was signed with Sebrae-SP (Brazilian Service to Support Micro and Small Businesses) to train

entrepreneurs in eco-adventure tourism and the launch of the Nautical Tourism Project.

The agreement with Sebrae-SP will promote the culture of quality, safety management and competitiveness of eco-adventure companies in more than 200 municipalities. The objective is to strengthen the sector in regions such as Vale do Ribeira and Pontal do Paranapanema.

The Nautical Tourism Project is divided into two initiatives: a booklet that details the structures that can be implemented in rivers, dams and coastal cities, and a step-by-step guide available on the portal for Best Practices in Tourism.



Vinicius Lummertz at the ceremony, alongside Governor João Doria and Vice-Governor Rodrigo Garcia

CITE CONDUCTS SURVEY TO DISCOVER THE STATE OBSERVATORIES

CITE/SETUR-SP is carrying out a survey with the cities to better understand the reality of the Municipal Tourism Observatories in the state of São Paulo.

With this survey, CITE/SETUR-SP will be able to improve its work in building a state monitoring network and offer better support to municipal tourism managers.

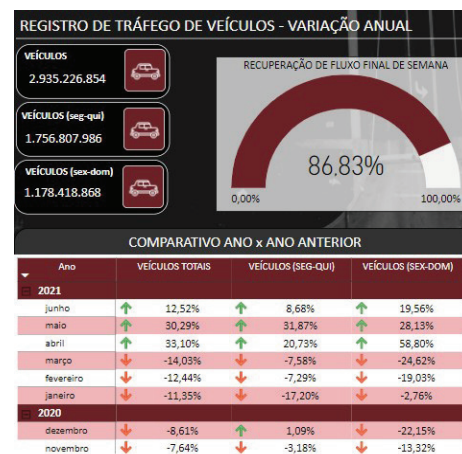
The questionnaire (in Portuguese) is available on the [LINK](#)

CITE LAUNCHES INTERACTIVE DASHBOARDS WITH DATA FROM SÃO PAULO TOURISM

The Center of Intelligence of Tourism Economics (CITE), of the São Paulo State Travel and Tourism Secretariat (SETUR-SP), made available on its website a series of interactive dashboards with data on tourism in São Paulo. The monitoring covers 10 strategic cities in the State of São Paulo: Aparecida, Brotas, Campinas, Campos do Jordão, Eldorado, Ilhabela, Olímpia, Ribeirão Preto, Santos and the state capital.

The dashboards present data monitored since 2019 and refer to movement in bus terminals, airports and road charter services, in addition to data collected from December 2020 on the monitoring of accommodation facilities and tourist agencies.

To access the dashboards click on this [LINK](#) (information in Portuguese).



Indicators for the city of São Paulo, monitored by the Tourism and Events Observatory of the City of São Paulo are already available on the website www.observatoriodoturismo.com.br. Access and check it out.

NEW RESEARCH: TOURISM IN PUBLIC ADMINISTRATION IN SÃO PAULO

The Tourism Coordination (COTUR) and the Center of Intelligence of Tourism Economics (CITE) of the Secretariat of Tourism and Travel of the São Paulo State Travel and Tourism Secretariat (SETUR-SP) conducted a survey that reflects tourism in the public management of different municipalities in the state.

As a final analysis of the data obtained, it was identified that, of the municipalities that responded, 79.4% belong to one of the 49 Touristic Regions (RT) of the State of São Paulo, and of these, 94.5% have some body dedicated to tourism.

RESUMPTION: FLEXIBILITY MARKS THE

RETURN OF BUSINESS TOURISM IN SÃO PAULO

As of August 17, social events, museums and corporate fairs will be authorized to operate in the state of São Paulo, with public control and compliance with all sanitary protocols provided for by the SP Plan. The date officially marks the resumption of business tourism in the leading state in corporate events in Brazil.

Tourism was the first to hold a model event last month, in the city of Santos. The “Expo Retomada” tested 100% of the participants and carried out a remote monitoring of all of them, starting a virtuous cycle that has been possible due to the advance of vaccination and the commitment of the São Paulo government to health and life.

The advance of vaccination in the state of São Paulo is good news for the entire country. With more than 90% of the population immunized with the first dose, the people of São Paulo are re-planning their trips – and the impact of this change is enormous: São Paulo is the main exporter of tourists to nine Brazilian states and leads spending statistics in 17 states and the Federal District, according to the Center of Intelligence of Tourism Economics (CITE).

In other words, we can safely say that a large part of domestic tourism is due to the movement of people from São Paulo, the largest source market for travelers throughout the country. Thus, it is easier to understand why the traders at the Beira Mar handicraft fair, in Fortaleza (CE), are keeping an eye on what is happening in São Paulo, almost three thousand kilometers away.

Likewise, the raftsmen from Pajuçara, in Maceió (AL), and the buggie drivers from Natal (RN).

The resumption of travel by tourists from São Paulo, ultimately, drives that complex gear of tourism that we already know, moves 54 related sectors, including transport, commerce and services – and helps to recover jobs and resume the economy of the whole country. With the vaccine and health protocols, we will not have the setback from the beginning of the year. Nothing will ever be the same, but building a secure and sustainable future depends on us.

Vinicius Lummertz
Secretary - Tourism and Travel/ São Paulo 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.

RELATÓRIO DE INTELIGÊNCIA TURÍSTICA
ESTADO DE SÃO PAULO
AGOSTO/2021

INVEST SP
AGÊNCIA PAULISTA DE PROMOÇÃO DE INVESTIMENTOS E COMPETITIVIDADE

SÃO PAULO
GOVERNO DO ESTADO
Secretaria de Turismo e Viagens

RELATÓRIO DE INTELIGÊNCIA TURÍSTICA
ESTADO DE SÃO PAULO
MARÇO/2021

INVEST SP
AGÊNCIA PAULISTA DE PROMOÇÃO DE INVESTIMENTOS E COMPETITIVIDADE

SÃO PAULO
GOVERNO DO ESTADO
Secretaria de Turismo

PLANEJAMENTO MENSAL DE VOOS – CHEGADAS INTERNACIONAIS EM SÃO PAULO – 2019 A 2021

PLANEJAMENTO DE VOOS

Os dados foram disponibilizados por Transportes Terrestres e Aéreo, com o objetivo de monitorar a retomada das viagens no Estado.

Os dados referentes ao setor aéreo têm como fonte, desde outubro de 2020, a Agência Nacional de Aviação Civil – ANAC, cujas informações contemplam todos os registros das chegadas internacionais no Brasil no que se refere à movimentação aérea.

Alguns exemplos podem ser mencionados:

- Os dados referentes ao setor aéreo têm como fonte, desde outubro de 2020, a Agência Nacional de Aviação Civil – ANAC, cujas informações contemplam todos os registros das chegadas internacionais no Brasil no que se refere à movimentação aérea.
- A empresa das locações de alguns computadores, com o objetivo de monitorar a retomada das viagens no Estado.
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- Para os dados da CNC – Confederação Nacional de Comércio de Bens, Serviços e Turismo, os dados foram disponibilizados pela CNC, com o objetivo de monitorar a retomada das viagens no Estado.
- A Review sobre a percepção principal através da análise, conforme o cenário rodoviário, a Socicam – Administradora de terminais rodoviários fornece dados em relação ao fluxo de passageiros nos terminais de São Paulo (Tietê, Jabaquara e Barra da Piraí), além de Campinas.
- Já quanto ao registro do fluxo de veículos estradas, os dados foram disponibilizados pela Agência de Transporte do Estado de São Paulo – ARTESP, com relação ao Sensoriamento Automático de Tráfego – SAT.

O monitoramento previsto rodoviário visitante por perfil de visitantes. Além disso, o monitoramento rodoviário gerado pela Secretaria de Turismo e Viagens, a constituição do perfil dos visitantes, gastos e percepção dos visitantes.

CAPACIDADE PLANEJADA E REALIZADA EM CHEGADAS DOMÉSTICAS E INTERNACIONAIS, DE JANEIRO DE 2019 A FEVEREIRO DE 2021

REAL/PLAN

58.833.420
TOTAL DE PASSAGEIROS

80,07%
SOMA - PLANEJAMENTO - CAPACIDADE

73.479.138
SOMA - PLANEJAMENTO - CAPACIDADE

Com relação às partidas domésticas e internacionais, o índice foi de 79,70% entre a capacidade planejada e o realizado de fluxo de passageiros.

CAPACIDADE PLANEJADA E REALIZADA EM PARTIDAS DOMÉSTICAS E INTERNACIONAIS, DE JANEIRO DE 2019 A FEVEREIRO DE 2021

REAL/PLAN

58.441.828
TOTAL DE PASSAGEIROS

79,70%
SOMA - PLANEJAMENTO - CAPACIDADE

73.329.467
SOMA - PLANEJAMENTO - CAPACIDADE

DESTINATIONS



**International
Tourists
arriving in
(jul/2021)**



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

MAIN ORIGIN OF PASSENGERS (JUN/ 2021)

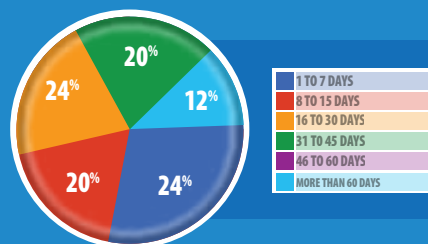
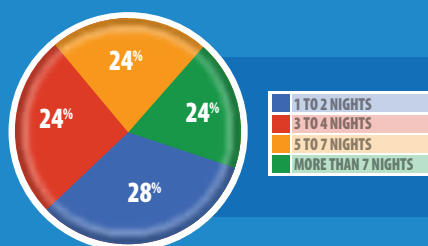
Internacional



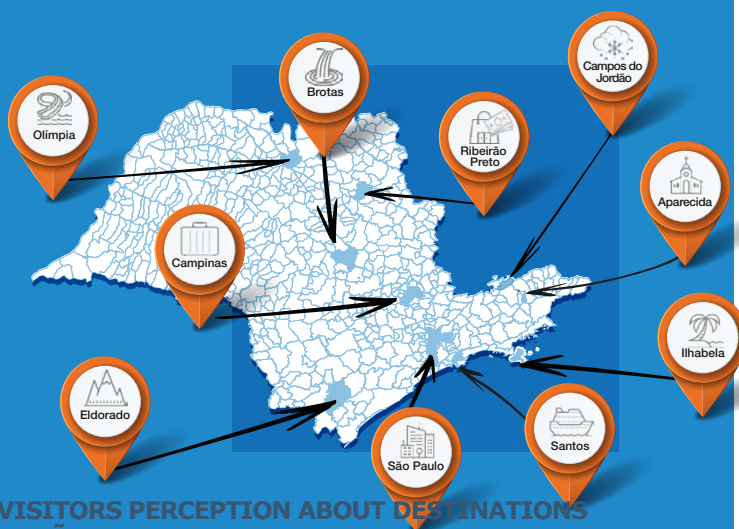
Domestic



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

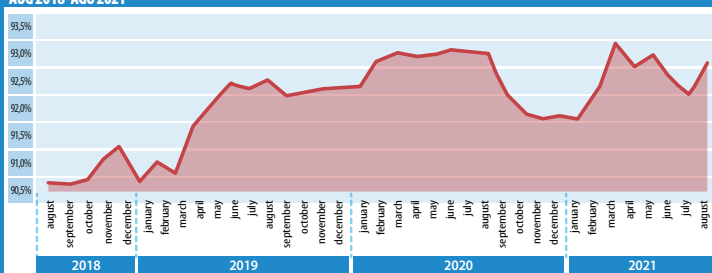


GRADES OF ATTRACTIONS SÃO PAULO STATE

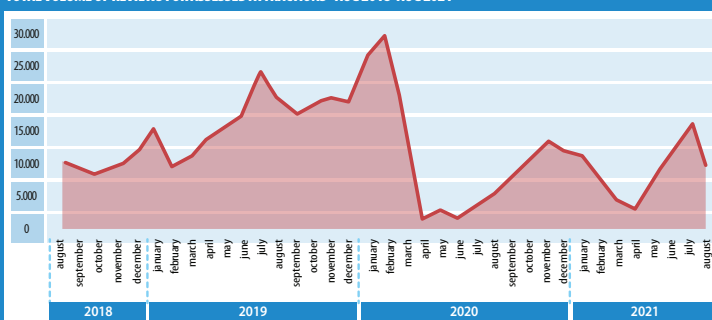


VISITORS PERCEPTION ABOUT DESTINATIONS IN SÃO PAULO STATE

BEHAVIOR OF THE GLOBAL INDEX OF REPUTATION ONLINE, FOR ATTRACTIVES OF THE STATE OF SÃO PAULO
AUG 2018 - AGO 2021



TOTAL VOLUME OF REVIEWS FOR ASSESSED ATTRACTIONS - AUG 2018 - AUG 2021



EVALUATION OF REVIEWS FOR ASSESSED ATTRACTIONS - JAN 2018 - AGO 2021

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	4,18%	6,30%	89,50%

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%	



TOURISM IN HOLAMBRA, THE NATIONAL CAPITAL OF FLOWERS

Netherlands, America, Brazil. It was with the joining of these three names that, in the 1940s, Holambra was founded, a typically Dutch colony located in the region of Campinas, 134 km from São Paulo and which today is the famous “City of Flowers”, known inside and outside the country. Charming, tranquil, multicolored, the city gained the title of tourist resort in 1998, fifty years after its foundation (July 14, 1948). Tourists go crazy every year, between August and September, when the biggest event in Latin America focused on flowers, Expoflora, opens its doors. There are more than 300,000 visitors annually to taste Dutch cuisine, take photos, take tours, watch typical dances and buy flowers. Many flowers.

With a population of 15,300 inhabitants (IBGE, 2020), Holambra has a qualified workforce for the agricultural sector and stands out for being the largest producer of flowers and ornamental plants in Latin America. For the tourist who goes to the city for a weekend or to its events, the resort has the best safety index in the country. Belonging to the Águas e Flores Paulista Tourist Region, the municipality offers visitors a little of the culture of the Netherlands (Holland, Belgium and Luxembourg) through architecture, crafts, music and dance performances and typical cuisine in various events, exhibitions and themed fairs. Lodging is not lacking. Holambra has several hotels, inns, chalets and camping areas.

From the entrance to the city, tourists begin to realize that they are in a place that cultivates Northern European roots. One of its attractions is the Povos Unidos Mill, 38.5 meters high (corresponding to a nine-story building), with 25 meters long blades and weighing more than 90 tons, making it the largest mill in Latin America. Built in 2008, the work is a faithful replica of traditional



grain mills, typical of the provinces of South Holland. The Dutch Gastronomic Guide invites tourists to experience Dutch flavors in 13 establishments, including restaurants, taprooms, cafes and patisseries. The city has a rich international cuisine, with options of Dutch, Indonesian, Arabic, Italian and Brazilian foods.

Talking about Holambra flowers is talking about Expoflora. Held since 1981, the event attracted 12,000 people in a single weekend in its first year and has always had as its main objective the recovery of the cultural and social aspects of the Dutch community. Expoflora, which was mainly responsible for helping the city rise to the category of tourist resort, in addition to promoting Dutch culture, has an Exhibition of Floral Arrangements, Landscape and Gardening Exhibition

“Minha Casa & Meu Jardim”, an Amusement Park, Historical-cultural Museum, the parade “Parada das Flores”, Rain of Petals, as well as restaurants, souvenir shops and typical Dutch dance performances. The City of Flowers always tries to surprise.

How to get there:

To go to Holambra, leaving São Paulo, take SP-348 (Rodovia dos Bandeirantes) to exit 47, SP-330 (Rodovia Anhanguera) to exit 86, SP-083 (Rodovia José Roberto Magalhães Teixeira), SP-065 (Dom Pedro I Highway) to exit 133, SP-340 (Gov Adhemar de Barros Highway) to exit at km 140 and SP-107 (Rodovia Lian Aziz) to exit at km 31 .

More information: <https://holambra.sp.gov.br/turismo> (in Portuguese)



INDUSTRIAL TOURISM AND ECOTOURISM IN SÃO BERNARDO DO CAMPO

Known as the capital of the automobile, São Bernardo do Campo has been part of the list of Municipalities of Tourist Interest - MITs, since March 2019, and makes it clear that tourism has no limits. 24 km away from the Capital, it is located in the metropolitan region of the city of São Paulo, more precisely in the Greater ABC Paulista region. And the history of the city is closely linked to the history of industrialization in the country. There are about 1200 industries that generate approximately 100 thousand jobs. Given this, and strategically, Industrial Tourism emerged as a proposal for a tourist segment that identifies the municipality and from there, made it a reference as a national and international tourist destination.

Far beyond Industrial Tourism, São Bernardo do Campo, with 844,483 inhabitants (IBGE, 2020), is also an excellent place to practice ecotourism, due to its large territorial presence in Serra do Mar. There are activities for all ages, such as hiking, tree climbing and extreme sports. The city has one of the largest water mirrors in Brazil: the Billings Dam, built in 1952, which is ideal for sports and nautical tours. It is in this immense artificial reservoir in Latin America that the Estoril Park is located, where you can find activities such as canoeing, cable car, pedal boats, a sensorial garden and the municipal zoo.

On the other side of Billings, there is Riacho Grande Beach, which was revitalized to better receive its visitors. It is a great option for hot days and has attractions for the whole family, as well as eating places. It is good to know that about 50% of the territory of São Bernardo



do Campo is in a watershed protection area, where the Billings Dam and the Riacho Grande Region are located. There's more: the Caminhos do Mar Ecotourism Area is located on the border between São Bernardo do Campo and Cubatão, and is formed by a part of the Serra do Mar State Park that includes the Estrada Velha de Santos and all its historical monuments such as the Calçada do Lorena and the Pouso Paranapiacaba, built in 1922, on the occasion of the Centenary of the Independence of Brazil. It is located on Highway SP-148 Caminhos do Mar - at Km 38 (gateway).

Cidade da Criança is an example that this city has fun for all generations. The first theme park in Brazil is the perfect place to take the little ones. Inaugurated on October 10, 1968, the park has more than 30 attractions,

most of them aimed at children, but there is also leisure for adults. And a pride for São Bernardians is the Vera Cruz Pavilion, since in 1949 the city received the studios of Cia. Cinematográfica Vera Cruz, which produced more than 40 films in the 1950s and 1960s, including the films by Amácio Mazzaropi. Currently, its 6000m² are used for large fairs and events and as studios for the film and television industry.

How to get there:

To go to São Bernardo do Campo, leaving São Paulo, take SP-150 (Via Anchieta) to exit 18-B, Avenida Lucas Nogueira Garcez and Praça Samuel Sabatini.

More information: www.saobernardo.sp.gov.br (in Portuguese)

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THE GOVERNMENT OF SÃO PAULO REGULATES TOURISM DISTRICTS

Governor João Doria regulated, through a decree published this Thursday (26), in the Official Gazette, the establishment of Tourist Districts in the State of São Paulo. The text details the conditions for a region to undergo the assessment process and apply for the post of Tourist District.

For this, it is necessary to prove tourist flow and expansion potential, attest to natural attributes, historical relevance, presence of leisure complexes, theme parks or seafronts. "The government of São Paulo has taken on as public policy the challenge of betting on tourism development as an engine of the economy", says the secretary of Tourism and Travel, Vinicius Lummertz.

In other words, the districts will be areas of development for the sector, with a high impact on the offer of jobs and on the flow of tourists. "It is a great achievement to move forward with legislation that will benefit tourism throughout the state," he said. Upon becoming tourist districts, municipalities will have special conditions to attract anchor private investments, foster entrepreneurship and enhance the region's tourist vocation.

Districts can be smaller in area than a municipality or can move into neighboring regions. There are numerous regions with great potential to become Tourist Districts in the State, including Olímpia, with its water parks; Serra Azul, with shopping centers and theme parks; in addition to Vale do Ribeira and the central region of São Paulo.

The municipality of Olímpia, on September 2, will inaugurate the largest multi-property resort in Brazil, with more than a thousand housing units, an occasion that should also make part of the municipality official as the first Tourist District in the State of São Paulo, with the presence of representatives of the state government.

SETUR-SP actions and optimism at the CONTURESP meeting

The presentation of recent actions by the São Paulo State Travel and Tourism Secretariat (SETUR-SP), in addition to a lot of optimism on the part of the secretary Vinicius Lummertz, were the highlights of the last meeting of the Tourism Council of the State of São Paulo (CONTURESP), still in virtual format because of the pandemic. "We are living a good moment, especially with leisure tourism, which promises for this second semester to be the greatest of all times", Lummertz pointed out. **READ MORE HERE** (text in Portuguese)

