

## **Stay Another Day: Program Can Earn the City R\$ 1.5 Billion**

*Collection of service tax would total R\$ 15 million if each tourist stayed for one more day*

A program, the result of an idea that for many may be considered hardly ambitious, could represent a R\$1.5 billion growth in the annual revenue of the City of São Paulo. This would be the value added to the capital economy if each of the 4.5 million tourists that arrive here on business and who spend a daily average of US\$ 158.00 were to stay in the capital for one more day.

The figure was recently released by *São Paulo Turismo (SPTuris)* as part of the “São Paulo – Stay One More Day” program, which aims to encourage tourists who come to the city on business or for events to prolong their trips and take advantage of a wide range of leisure and entertainment that Brazil's largest city has to offer. This single extra day could mean some R\$ 15 million in collected service tax over the year. “São Paulo is the business and event capital in Latin America,” said the president of *SP Turis*, Caio Carvalho. “But what many people forget is that the city is also the region’s largest entertainment center.”

To help the visitors, generally busy businessmen and women, discover such a complex city, the company prepared an exclusive guide with outings that can be completed in a single day. “There is so much to do in the capital that it is necessary to simplify it for the visitor. Too much information confuses the tourist which, in doubt, may stay at the hotel or leave the city,” said Carvalho when explaining the program concept.

“Now, we want to invite these individuals stay in the city for one more day to take advantage of its wide range of entertainment. In the future, they will want to stay longer to do something new, then they will bring their families, stay longer and we create a culture even among even the city residents who often do not see the city as a tourist destination,” said Carvalho. “In this way, we generate jobs, foreign currency and develop tourism, which is one of the economic activities that most distributes income in the entire world.”

The programs can begin in the morning or even at dawn. There are a variety of options for all budgets and profiles. The idea is for the tourist to choose their programming based on two menus: 10 thematic, one-day outings and the best spots from the six regions of the city. With the different options, the individuals can choose the one that best fits their own style or the one closest to where they are staying. There are tips on restaurants, shopping, outings, hotels, and of course, lots of good times.

According to Carvalho, São Paulo is already considered Latin America’s largest business center, so the objective is to also consolidate the city as the capital of culture and entertainment for this region. “The idea is to encourage business tourists to say one more day in the city and take advantage of our great cultural and leisure diversity, increasing their average spending and improving the hotel occupation rates, which are usually lower on the weekends,” said Carvalho.

With a 15% growth in the tourism sector in São Paulo in 2006, *São Paulo Turismo* estimates that the program could add R\$1.5 billion per year to the city's economy, which could in turn generate nearly 97,400 new job openings. The data is based on studies conducted by the World Tourism Organization (UNWTO) – an entity associated with the UN – which reveal that each US\$ 7,000 from tourism creates and maintains one job opening for a one-year period.

There are 150,000 copies of the guide, which reaches the consumer and tourism professional through sector fairs and *SP Turis* training events. The copies are also distributed at the Tourist Information Centers (TICs) located throughout the city and served as an insert for one of the country's leading travel and tourism magazines in June.

Some examples of "São Paulo – Stay One More Day" programs:

- A Cultural Day
- A Day Downtown
- A Day Outdoors
- A Day with the Fine Arts
- A Laid-Back Day
- An Economic Day
- A Sophisticated Day
- A Day with the Kids
- A Typical Saturday
- A Typical Sunday

There is also the "fun map," must-see neighborhoods and lots of tips on the city. Learn more at [www.cityofsaopaulo.com](http://www.cityofsaopaulo.com) or [www.fiquemaisumdia.com.br](http://www.fiquemaisumdia.com.br) where you can download the suggested programs to take advantage of one more day in the capital.

**Communication and Press Management – São Paulo Turismo (SP Turis)**

Contact: (55 11) 2226-0409 | [imprensa@spturis.com](mailto:imprensa@spturis.com)

[www.cityofsaopaulo.com](http://www.cityofsaopaulo.com) | [www.fiquemaisumdia.com.br](http://www.fiquemaisumdia.com.br)

[www.spturis.com](http://www.spturis.com) | [www.anhembicom.br](http://www.anhembicom.br)

[www.autodromointerlagos.com](http://www.autodromointerlagos.com) | [www.saopaulominhacidade.com.br](http://www.saopaulominhacidade.com.br)