

## FACTS & FIGURES OF TOURISM I N SÃO PAULO

– São Paulo reached an unprecedented number of tourists in 2012, closing the year counting **12,5 million visitors**.

– **86% are Brazilian tourists** (especially from the countryside and the coast of the State, Rio de Janeiro, Minas Gerais, Paraná and Rio Grande do Sul) and **14% are foreign tourists** (especially from the United States, Argentina, Germany and Spain).

– The average stay of the tourists in the city was **3 days** and the average spending in that period was **R\$ 1.404**.

– **Hotels** in São Paulo enjoyed **66% occupancy** in 2012.

– The increase of tourist arrivals also enabled the increase of the collection of **service tax (ISS) of group 13** – considered the group of tourism, since it includes spending with Tourism Packs, Lodging and Events – which reached **R\$ 236 million**, an increase of **18,2% – in relation to the previous year**.

– **The average daily rate** in 2012 reached R\$ 259,19.

– The city has the largest and most qualified hotel industry in Brazil: There are **410 hotels** (with an average of one hundred rooms each) and **45 thousand apartments** totally (each room booked generates 0.4 to 2 jobs, depending to the hotel class). Large international hotel chains like Hyatt, Hilton, Marriott, Renaissance, Sofitel, Meliá, Radisson struggle for customers together with exclusive options, such as Fasano, Emiliano, Unique, high class and customized “boutique hotels”.

– There are almost **500 thousand jobs** (directly and indirectly) generated by tourism and events in the city that moves 52 economy sectors and generates approximately **R\$ 8 billion in sales**.

– on average **50 thousand people** are helped at the **Tourist Information Centers (CITs)**, administered by SPTuris. Most are Brazilians, followed by tourists from Argentina, Chile, Peru and Colombia. The average overnight of the tourists helped was of eight days and the average expenditure in the period was R\$ 1,085. The main motivation was culture and entertainment, with 55%.

– In **2014**, the expectation is that the city of São Paulo should receive **15.08 million visitors**, including the impact of the FIFA World Cup, according to the Tourism Observatory.

## **São Paulo on top of the rankings**

– According to a survey of the Brazilian Ministry of Tourism, released in 2013, the city of São Paulo is the main gateway for foreign tourists in the country: and recorded 2,110,427 arrivals in 2012.

– a report commissioned by Citi and prepared by the Economist Intelligence Unit (EIU), released in June 2013, puts São Paulo as the city that have more emphasis on global competitiveness by 2025. The survey entitled “Hot Spots 2025: Benchmarking the Future Competitiveness of Cities”, measures the competitiveness of 120 cities in 2025 based on the capacity to attract capital, business, talents and tourists. In accordance with the report, São Paulo is the fastest growing city in the world. São Paulo is also the most competitive in Latin America today. The study attributes the increase in competitiveness of the city to the young workforce and rapid growth, ease of access and sea transport, the robust telecom infrastructure and low risk of natural disasters. The financial situation of São Paulo also holds firm, says the report, and the city is expected to continue as the commercial and financial capital of Brazil until 2025.

– São Paulo is among the three Latin American cities that should attract more tourists in 2013, expected to receive 2.4 million international visitors. Those are the indicators of Mastercard Index of Global Destination, released in May 2013. The first and second rank are held by Mexico City, which should receive 3.1 million tourists and Buenos Aires, with 2.6 million visitors. São Paulo, however, ranks first in tourist spending. In the analysis of spending by tourists, São Paulo became the first of the list, surpassing the previously placed in first, Buenos Aires. The estimate is that those who visit the state capital this year leave behind a total of US\$ 2.9 billion in the city.

– **São Paulo** is considered one of the most visited destinations in the country and in South America. Those are the indicators of the travel site survey **TripAdvisor**, conducted with evaluations and opinions of million users around the world in which the state capital appears as the second main destination of Brazil (behind Rio de Janeiro) and fifth in South America. The winners of the Travelers' Choice Destinations were defined based on the popularity of destinations, taking into account the favorite and most highly rated places by travelers.

– Other research confirms the importance of São Paulo in the travel market is the **IBGE's** [Brazilian Institute of Geography and Statistics] announced on Tuesday (05/21), which shows the city's leadership in air traffic in the country. Only in 2010, the state capital was mainly responsible for the transport of passengers on domestic flights in the country, with almost 30%. This figure reveals the strong connection of the city with the six most populous Brazilian cities, representing a turnover of over 18 million people. Altogether, the airports of Guarulhos and Congonhas received 26 million passengers. São Paulo also ranks second in the ranking of the fastest flights with only 9% of delay and cheapest travel in the country, with an average cost of only R\$ 209.24.

– A ranking compiled by the América Economia in 2012 put São Paulo with the highest score in the categories of Human Capital and Milestone and economic dynamism. Moreover, it is the best city in the American continent to innovate, the third to invest in the financial market and worries about environmental sustainability. The survey was conducted from research with executives from throughout Latin America.

## **Business and Events in São Paulo**

– Business and events are the main reasons for tourists to come to São Paulo. According to research by guests at hotels in São Paulo, tourists who come for business and/or events add up to 75%.

– São Paulo has approximately 65% of the Brazilian market of large fairs and exhibitions of business, according to Ubrafe (Brazilian Union of Fair Promoteurs). More than four million people circulate through the main fairs in São Paulo. This industry moves more than R\$ 3 billion a year in São Paulo.

– São Paulo has more than 700,000 m<sup>2</sup> of large spaces to conduct various events. There are about 20 centers of fairs and large conventions (including the largest in South America: Anhembi Park), among dozens of other smaller spaces. In hotels, São Paulo is the record keeper in event spaces. Only in one survey made by São Paulo Turismo in some hotels in town were accounted for more than 86,000 m<sup>2</sup> of event and business meetings rooms.

– São Paulo has the largest Gross Domestic Product (GDP), according to a 2010 Brazilian Institute of Geography and Statistics (IBGE) research. Home to some of the largest global corporations, it offers all the business infrastructure, technology and services.

– A list released by the International Congress and Convention Association (ICCA) in 2012 again put São Paulo as the third of the Americas in international events.

## **OTHER CONQUESTS**

– Prêmio V&T: São Paulo was elected in 2010 the third best city of Brazil to tourism, after Rio de Janeiro and Florianópolis.

It is considered the best touristic destination in Brazil since the award of the magazine Viagem & Turismo, one of the most important of the sector, was created. São Paulo received the highest score concerning food. 4.92 of a maximum of 5 points.

– The official website of Tourism in São Paulo ([www.cidadedesao Paulo.com](http://www.cidadedesao Paulo.com)) became a strategic tool for tourism development of the city and to be consulted by tourists and tourism professionals. With a friendly and attracting navigation, this website is highly accessed and became one of the most important tourism websites in Brazil. In April of 2005, the number of page views was only 3,423/month. In February of 2012, the number of page views surpassed 500 thousand.

– In addition to the website “cidade de São Paulo”, the SPTuris also manages an official website of AnhembiPark ([www.anhembi.com.br](http://www.anhembi.com.br)). With 344,418 page views in February of 2012, the page disclose technical information on multifunctional areas, such as room, halls and auditorium dimensions, tables with rent fees and event schedule.

There is also a news section, in which articles on events in Anhembi, such as big fairs and concerts, are posted.

– The website São Paulo Minha Cidade ([www.saopaulominhacidade.com.br](http://www.saopaulominhacidade.com.br)) had 104,394 page views in February of 2012. In this website, the user post everyday stores, recent or not, that take place in the city of São Paulo.

– SPTuris surveys showed that almost 90% of tourists like the city and wish to come back. Tourists highlight as the main qualities of the city its huge cultural options, diversity, people, food, shopping and architecture options.

– Turismetrô, SPTuris program covering the city with 5 escorted tours at the price of some subway tickets has been acknowledged with two advertising awards and have 99% of users/tourists' approval.

– The city of São Paulo is scenery of the world fashion circuit. Twice a year, the city hosts the São Paulo Fashion Week (SPFW) that presents the trends and collections designed by famous stylists. In addition to it, São Paulo has specific fairs and events that move related sectors, such as Couromoda, from the footwear sector, and Francal, in footwear and accessories fashion industry. In 2011, another event turned the spotlights towards São Paulo: The Miss Universe Beauty Contest was held in São Paulo, with participation of representatives of many countries of the five continents. During the weeks prior to the contest, the contestants visited may touristic spots and attractions to experience and enjoy the best aspects of the city.

– The list of international shows has been growing as well. Productions, such as Mamma Mia, The Phantom of the Opera, Les Misérables, Beauty and the Beast, Chicago, Cats, Slava's Snow Show, Blue Men Group, My Fair Lady, Miss Saigon, Momix, Holiday On Ice and Disney On Ice, Black Theater of Plague, West Side Story, The Addams Family, as well as National Circus of China e Cirque Du Soleil, has been to São Paulo.

– São Paulo is also frequently used as scenery for several Brazilian productions, with locations distributed in all regions of the capital, especially in tourist spots, such as Estação da Luz, Pateo do Collegio. On TV, São Paulo eas the scenery for series such as Alice, Queridos Amigos Amigos and 9mm, as well as soap operas, such as Ciranda de Pedra, A Favorita, Passione, Ti-Ti-Ti, among others. Cinema has been exploring scenes in São Paulo in several shots. We may mention international award-winning movies, such as O Signo da Cidade, Blindness, Linha de Passe and the new Nossa Vida não Cabe num Opala, Bróder, Augustas and Identidade.

– As a global city, São Paulo is always one mandatory stop for international tours: Red Hot Chili Peppers, Amy Winehouse, Rihanna, Britney Spears, Shakira, Billy Paul, Carlos Santana, U2, Pearl Jam, Jack Johnson, Black Eyed Peas, B.B. King, Oasis, Franz Ferdinand, Avril Lavigne, Coldplay, Bryan Adams, Aerosmith, Pet Shop Boys, Strokes, Judas Priest, Whitesnake, Bad Religion, Evanescence, Chemical Brothers, Bjork, Dionne Warwick, Madeleine Peyroux, Roger, Scorpions, Roger Waters, Deep Purple, Iron Maiden, Bob Dylan, Rod Stewart, Ozzy Osbourne, Korn, Nazareth, Herbie Hancock, Macy Gray, Megadeth, Joe Satriani, Billy Paul, Echo & the Bunnymen, Frank Sinatra Jr, Chuck Berry, Joss Stone, Kiss, Oasis, Elton John, Alanis Morissette, Madonna, among others. Among the artists confirmed to 2012, there are *Foo Fighter*, *Björk* and *Artic Monkeys*.

– Around 300 thousand tourists arrive in São Paulo every year for health treatment. Counting 250 hospitals and 50 thousand doctors, 2.5 thousand transplant surgeries are performed every year in the city of São Paulo. The world's most important hospitals for kidney and lung transplants are located in São Paulo.

-

– There are three taxis per thousand people in São Paulo. Number similar to London's and superior to New York's, where there is 1.5 taxi per thousand of people. The cost per kilometer driven is also cheaper in São Paulo. Here it is R\$ 2.5, in New York, R\$ 3 and in London, R\$ 7.2.

### **ACTIONS FOR TOURISM DEVELOPMENT IN SÃO PAULO**

– Among the projects to increase tourism in the Brazilian largest metropolis, there are programs such as **Fique Mais Um Dia (Stay another Day)**, which stimulates business tourists to stay longer in São Paulo and enjoy culture, cuisine and leisure offered. This program may yield up to R\$ 1.5 billion for the capital city and ISS collection would be R\$ 15 million (if each business tourist stays one day more).

– **São Paulo CapaCidade – São Paulo Tourist Training Program:** Approximately four thousand taxi drivers, travel guides and travel agents received their course certificate, a project that aims to qualify receptive tourism professionals in São Paulo. This course is given by Senac and it is an initiative of SPTuris, PMSP and MTur.

– **Sinalização Turística Viária** (road signs for tourists): 720 signals have been installed on the streets and APAs to indicate 99 tourist spots in São Paulo. The signals comply with the International Standard.

– **Turismo no Centro** (Tourism in Downtown): For one year and a half, tourist development plan performed an unprecedented detailed diagnosis of central area of São Paulo and evaluated more than 4,000 points, such as hotels, restaurants, touristic spots, transports, cultural equipment etc. This project showed strong points and points to be developed, generated publication with all data surveyed and an on-line database to be used to be consulted by population, as well as action plan to improve Downtown approaching competent bodies and partnerships with private companies.

– **Training for travel agent from several states of Brazil:** SPTuris teams visited the main and potential markets to sell the destination São Paulo in order to train operators and travel agents to be successful when working the city. More than 2,000 travel agents and tourism operators were trained in almost all Brazilian capital cities, and also in Lisbon (Portugal) and Asunción (Paraguay).

– **São Paulo Meu Destino (São Paulo, My Destination):** Annual event held by SPTuris gathers travel agents from several states of Brazil and also countries in Latin America in São Paulo. This meeting aims at qualifying tourism professionals and passing the best of São Paulo to stimulate them to offer São Paulo to tourists.

– **TurisMetrô** is a tour program that goes through some of the touristic spots in the city of São Paulo. It is necessary only the subway ticket. It has already been used by million of people, from other 20 Brazilian states and 37 countries. It was intended so that the user may appreciate the diverse cultural, touristic and leisure richness existing in the city of São Paulo, which are almost unknown by its inhabitants and visitors. There are five different itineraries (Sé, Luz, Paulista, Liberdade and Theatro Municipal), all of them provides bilingual guides and actors stage the story of São Paulo. Estação da Sé is the point of departure of all itineraries and where the ticket counters, necessary for the trip, are located. For each one of them it is necessary a subway ticket.

– The eighth **Tourist Information Centers (CIT)** was inaugurated in August of 2011, in São Paulo. The new unit, located at Praça da República, has specialized attendants and fluent in English and Spanish to inform visitors of attraction and services in the city. The other seven CITs of SPTuris are located in Avenida Paulista (Parque [Park] Mário Covas, inaugurated in January of this year), at Av. São João (Galeria Olido), in Palácio das Convenções do Anhembi [Anhembi Convention palace], in Terminal Rodoviário do Tietê, in the Mercado Municipal [Municipal Market] and two in Guarulhos International Airport. There also are mobile CITs, mounted by SPTuris in some of the main events of the city to meet the demand from tourists. CITs are worldwide used as an information source by tourists and all of them are identified by a worldwide known symbol represented by the letter “I” with a circle around it. There tourists may find maps, touristic guides, brochure with cultural agenda, promotional materials, as well as solve doubts and receive information on the city.

– **Observatório do Turismo da Cidade de São Paulo**, nucleus of studies and researches of SPTuris, was created with the purpose of analyzing periodically the tourism behavior in São Paulo, highlighting its impacts and most significant results. Its practice involves search, collect, aggregate and discloses information on tourism activities in the city. Monitor the performance of the hotel sector of different categories, service tax (ISS) of group 13 (tourism and tourist demand with identification of socioeconomic profile of domestic and international flows. Executes exploratory activities with the purpose of meeting the demand of tourist, domestic and international, in hotels and in the principal annual mega events, such as: “Bienal do Livro” [Book Fair], Carnival (Sambódromo), Formula 1 Brazilian GP, Gay Pride Parade, Motor Show, SP Indy 300, SPFW, “Virada Cultural”, among others.