

TOURISM AND EVENTS OBSERVATORY CITY OF SAO PAULO

Introduction

The Tourism and Events Observatory - City of Sao Paulo (OTE), core of research and market intelligence of Sao Paulo Turismo (SPTuris, tourism and events municipal company), was created in 2005 with the goal of analyzing the tourism behavior and the events segment in Sao Paulo. With the responsibility of identifying the situation of the city and how it is being used, the OTE is a tool to assist in the search for tourism information and events that will help in the decisions of its managers in order to provide favorable conditions for visitors wanting to return to the city. The OTE is a pioneer in data collection and analysis for the tourism of the city of Sao Paulo. Is noteworthy that no other local company carries out this type of work like OTE: after the collection, compilation and analysis of the data, they are displayed in graphic and analytical reports in a clear and easy to understand manner, being subsequently made available to the interested public, enabling a better understanding of the sector's scenario and the promotion and development of tourism in the city.

Geographical Scope and Sao Paulo Characteristics

With a population of just over 12 million inhabitants in 1,530 km² of municipal area, more than 200 nationalities living in the territory (according to data from the Federal Police of Brazil) and with more than 15 million tourists received annually (2019), Sao Paulo is a global city that unites diverse customs and cultures.

The estimate from CIET – Center for Intelligence of the Tourism Economy of the Secretary of Tourism of the State of São Paulo, is that the capital received, in 2020, 8.4 million domestic tourists and 623 thousand foreign tourists, which would indicate a drop in 39.6% in national tourism and 58.5% in international tourism.

Known for his versatility, Sao Paulo is a surprise in every way. Its cultural effervescence and diversity of options to provide national and international tourists an intense experience in this entertainment center. The city has ample tourist and leisure offer and integrates the circuit of world metropolises of major events.

The city is supported by a wide commercial structure, by a great variety of places to receive great events, by the largest hotel chain of Brazil (139 thousand apartments available, according to the Tourism Ministry) and by the huge taxi fleet (more than 36 thousand registered, according to the Transportation Department of the Sao Paulo Municipal Government). Sao Paulo capital receive, per year, more than 75%¹ of all the business fairs those performed throughout Latin America territory.

Among more than 200 tourist attractions, the main highlights are: Avenida Paulista, Sao Paulo Art Museum Assis Chateaubriand (Masp), Ibirapuera Park, Mercado Municipal, Trianon Park, Casa das Rosas, Conjunto Nacional, Museum of Modern Art (Mam), Sé Cathedral, Pateo do Collegio, São Bento Monastery, Farol Santander, Theatro Municipal, Luz Station, Pinacoteca do Estado, Vila Madalena, Liberdade and 25 de Março Street.

The tourist accesses to Sao Paulo include:

- 10 roads: Anchieta (SP-150), Imigrantes (SP-160), Anhanguera (SP-330), Ayrton Senna (SP-070), Bandeirantes (SP-348), Castello Branco (SP-280), Fernão Dias (BR-381), Presidente Dutra (BR-116), Raposo Tavares (SP-270) e Régis Bittencourt (BR-116);
- 3 bus terminals: Tietê, Jabaquara and Barra-Funda;
- and 3 main airports: Sao Paulo Airport/ Congonhas (CGH), Viracopos Internationa Airport (VCP) and Sao Paulo International Airport/ Guarulhos (GRU).

2021 ACTIVITIES

Monthly performance of indicators

The OTE successfully collected indicators for the monthly reports of hotels and hostels performance, Tourism Service Tax (ISS), airports and bus terminals passenger flow, Attractive Reputation Index (IRA) and Monthly Index of Tourism Activity (IMAT)

These data collections are also included in our monthly newsletters called “Boletim OTE” (OTE bulletin), composed of the analysis and specific information of all the results obtained in the previous month, to understand the numbers in the economic scenario and in the context of global, Brazilian and Sao Paulo tourism.

All reports are available in Portuguese and English at www.observatoriodeturismo.com.br.

¹Source: <https://bit.ly/3axWBH5> - Brasilturis.Newspaper

Monthly reports of performance indicators for tourism in Sao Paulo

- **Hosting performance**
(<https://observatoriodeturismo.com.br/?p=2831>)
- **Flow at bus terminals**
(<https://observatoriodeturismo.com.br/?p=2826>)
- **Flow at airports terminals**
(<https://observatoriodeturismo.com.br/?p=3537>)
- **Collection of Tax on Services (ISS) - Group 13 (Tourism)**
(<https://observatoriodeturismo.com.br/?p=2828>)
- **Attractive Reputation Index (IRA) – from May/ 2021**
(<https://observatoriodeturismo.com.br/?p=3569>)
- **Monthly Index of Tourism Activity (IMAT) - from May/ 2021**
(<https://observatoriodeturismo.com.br/?p=3571>)
- **OTE bulletin (Boletim OTE) – from June/ 2021**
(<https://observatoriodeturismo.com.br/?p=4438>)

Research in mega events

The OTE conducted and published the following mega events researches during the year of 2021:

- **Road tourist flow (2020-2021)**
SPTuris research and market intelligence center, the Tourism and Events Observatory (OTE) held on December 18, 19, 21, 28 and 29, 2020; and January 5 and 6, 2021, a data collection through interviews, to identify the profile of the tourist who visits the capital using the main highways that serve the city: Fernão Dias, Castelo Branco, Dutra, Bandeirantes, Régis Bittencourt, Anhanguera and Raposo Tavares.

The predominant profile of the tourist who visits the city by road can be defined by the following persona: male (66.8%), Brazilian (99.7%); from São Paulo state (81.2%), aged between 30 and 39 years (28.9%).

- **Report on impacts of the covid-19 pandemic on tourism in the city of Sao Paulo - year 2020**
(<https://observatoriodeturismo.com.br/?p=3518>)

Sao Paulo Turismo (SPTuris), through the Tourism and Events Observatory (OTE) and the Tourism Management, with the support of

the Municipal Secretariat for Economic Development, Labor and Tourism and the Municipal Tourism Council, presented the Report on the Impacts of Covid-19 pandemic in tourism in the city of São Paulo – 2020.

The purpose of the document was to compile and record the behavior of the main indicators of tourism in Sao Paulo in 2020, both those historically monitored by the OTE and information provided by partner entities and institutions. The report also outlined behavior trends for these indicators for 2021, in addition to proposing public and private initiatives that could contribute to the resumption of activity to pre-pandemic levels.

- **Taste of São Paulo 2021**

<https://observatoriodeturismo.com.br/?p=4121>

Taste of São Paulo showcased São Paulo's haute cuisine, with international flavors and seasonings from all over the country. It was its fifth edition, held from the 15th to the 17th and from the 22nd to the 24th of October 2021, at Clube Hípico de Santo Amaro. It was the Brazilian cuisine version of one of the biggest gastronomic festivals in the world, bringing together restaurants and bars in the capital, cooking classes, among others live attractions.

The Tourism and Events Observatory (OTE), SPTuris' market research and intelligence center, once again carried out a public profile survey and an overview of the evaluation event. The event received 28,000 people, 81.2% of whom live in the city of Sao Paulo. We highlight the fact that 68.4% of respondents went to the event for the first time.

- **GP SP de F1 2021 (public profile)**

<https://observatoriodeturismo.com.br/?p=4136>

SPTuris research and market intelligence center, the Tourism and Events Observatory (OTE) carried out, between November 12 and 14, 2021, a public profile survey at the São Paulo Formula 1 GP. 1,214 people were interviewed in the stands of the paying public of the event, which took place at the Interlagos Circuit.

The research showed that there was a significant increase in the number of national tourists; 81.7% of tourists rated the city as excellent or good; sanitary protocols had 89.5% approval; and 33.8% said they could enjoy the city on the November 15th national holiday.

- **Impact of the 2021 F1 GP SP for the city of Sao Paulo**

<https://observatoriodeturismo.com.br/?p=4195>

Prepared by the SPTuris Tourism and Events Observatory (OTE), in cooperation with the Tourism Economy Intelligence Center (CIET) and

the Fecomercio-SP Tourism Council, the document provided a broad analysis of the impacts of the SP GP of F1 2021 for the city of Sao Paulo, presenting, in addition to the public profile survey, information on monitoring in social networks, media value, economic impact and in the tourism sector, survey with lodging facilities and agencies with special packages and clipping of relevant news from the event.

- **I Expo International Day of Black Consciousness – 2021**

<https://observatoriodeoturismo.com.br/?p=4149>

Various actions aimed at valuing the culture and history of Afro-descendants in the Brazil took over the city of Sao Paulo during the month of November 2021, the Black Consciousness Month. One of them was the 1st International Expo Day of Black Conscience of Sao Paulo, which took place between the 20th and 22nd of November, at Anhembi.

The Tourism and Events Observatory, research and market intelligence center from SPTuris, carried out an unprecedented survey of the public profile and evaluation of the event analyzed in this report. The sample consisted of 1,209 respondents, with a public of 12,989 people.

- **Oktoberfest Sao Paulo – 2021**

<https://observatoriodeoturismo.com.br/?p=4189>

In 2021, the fourth edition of São Paulo Oktoberfest took place in November and December. The resumption of events, after the successful vaccination against Covid-19, allowed a German village to be built in the Brooklyn neighborhood to house the party.

The Tourism and Events Observatory (OTE), SPTuris' market research and intelligence center, carried out from November 25th to 28th, from December 2nd to 5th and from December 9th to 12th, an audience profile survey at the 4th Sao Paulo Oktoberfest, through interviews carried out randomly with 1,217 visitors to the event. The interviews focused mainly on sociodemographic characteristics and consumption habits during the period of the event in Sao Paulo, in addition to an evaluation of the event itself.

Natural resources data monitoring

The OTE successfully collected data related to natural resources distribution and consumption, as well as waste collecting. These data are important for tourism impact studies in water, power and recycling waste system.

For this project, there are three sources of information:

1. Energy distribution monitoring data with ENEL, the electricity distributor. The

company operates in a concession area with high population density, which has the largest GDP (Gross Domestic Product) in Brazil.

ENERGIA ELETRICA - CONSUMO NO MUNICÍPIO DE SÃO PAULO		
ELECTRIC ENERGY - CONSUMPTION IN THE MUNICIPALITY OF SÃO PAULO		
Sectors	São Paulo 2020 kWh	São Paulo 2021 kWh
Residential	9.006.595.067	11.297.545.196
Commercial	28.027.300	8.937.869.878
Rural	451.037.000	1.980.483
Industrial	2.244.444.319	2.262.820.650
Street lighting	755.694.400	485.092.801
Public Power*	11.349.022.400	763.832.182
Public service **	1.817.000	1.483.192.618
Own consumption	1.463.672.306	52.743.495
Total	25.300.309.792	25.285.077.304
Fonte/ Source: ENEL	* Unidade de administração direta/ Direct administration unit	
	** Água, esgoto e saneamento/ Water, sewage and sanitation	

2. Data collection of recyclable and non-recyclable waste collected from the Municipality Services Department, the Municipal Authority of Urban Cleaning (Amlurb) is responsible for contract management of urban sanitation services in the city of Sao Paulo.

Coleta de Lixo e Reciclagem em São Paulo - 2021 *							
Waste Collect and Recycling in São Paulo - 2021 *							
Meses	Coleta Comum	Seletiva	Ecoponto	Varrição	Boca de Lobo	GG** Saúde	PG*** Saúde
Months	Common Collect	Selective Collect	Ecopoint	Street Sweeping	Manholes	GG** Health	PG*** Health
Jan	308.771	7.650	32.366	5.298	1.468	3.370	754,33
Feb	278.866	6.640	33.995	5.269	1.794	3.334	813,25
Mar	314.021	7.058	42.091	5.463	2.004	4.188	895,33
Apr	274.942	6.154	40.592	5.376	1.250	3.869	810,53
May	277.721	5.778	43.158	5.336	1.524	3.921	872,48
Jun	276.873	5.611	40.577	5.156	1.067	3.857	890,25
Jul	275.104	5.304	42.690	4.848	1.077	3.731	896,31
Aug	281.445	5.537	40.333	5.348	1.056	3.635	926,5
Sep	273.401	5.494	39.703	5.084	1.021	3.405	889
Oct	275.099	5.522	35.075	4.433	971	3.426	866,9
Nov	285.569	5.665	25.720	4.639	951,13	3.280	858,21
Dec	299.566	6.563	23.091	4.920	828,49	3.279	857,74
Total	3.421.379	72.976	439.391	61.168	15.013	43.294	10.331
* Quantitativo por Tonelada/ Quantitative per Ton							
** Grandes Geradores de Resíduos / Large Waste Generators							
*** Pequenos Geradores de Resíduos / Small Waste Generators							
Fonte/ Source: Prefeitura de SP/ São Paulo City Hall							

3. Data collected about water consumption with Sabesp, responsible for water supply, sewage collection and treatment of 364 municipalities of Sao Paulo. It is considered one of the world's largest water companies in the population served.

SANITATION			
		2020	2021
Water Distribution	Water consumption*	734,8 milhões m ³	729,3 milhões m ³
	Service (abastecimento**)	96%	96%
	Water cover (abastecimento**)	98%	98%
Sewage Collection	Sewage Collection***	543,8 milhões m ³	531,8 milhões m ³
	Service (coleta**)	88%	89%
	Water cover (coleta**)	95%	96%
	Treated sewage***	561,9 milhões m ³	520,4 milhões m ³
	Sewage treatment savings****	75%	81%
Fonte/ Source: Sabesp	* Volume micromedido de água / Micromeasured water volume		
	** Abastecimento e Coleta / Supply and Collection		
	***Considera-se o volume medido nas entradas das Estações de Tratamento de Esgoto / The volume measured at the entrances to the Sewage Treatment Plants is considered		
	****Considera-se as economias conectadas ao tratamento de esgoto		

Social Media

The OTE has three social media profiles that are daily updated with many different subjects, such as research, tourism highlights, other Brazilian observatories achievements, and many more. Those profiles help the OTE to get in touch with the market and other destinations for methodology Exchange.

These are the links for the pages:

Facebook:

<https://www.facebook.com/observatoriodeoturismoeeventos/?ref=bookmarks>

Linkedin:

<https://www.linkedin.com/company/10952948/>

Youtube:

<https://www.youtube.com/channel/UCc6jxBs1iRyigVUtQ58rvrg>

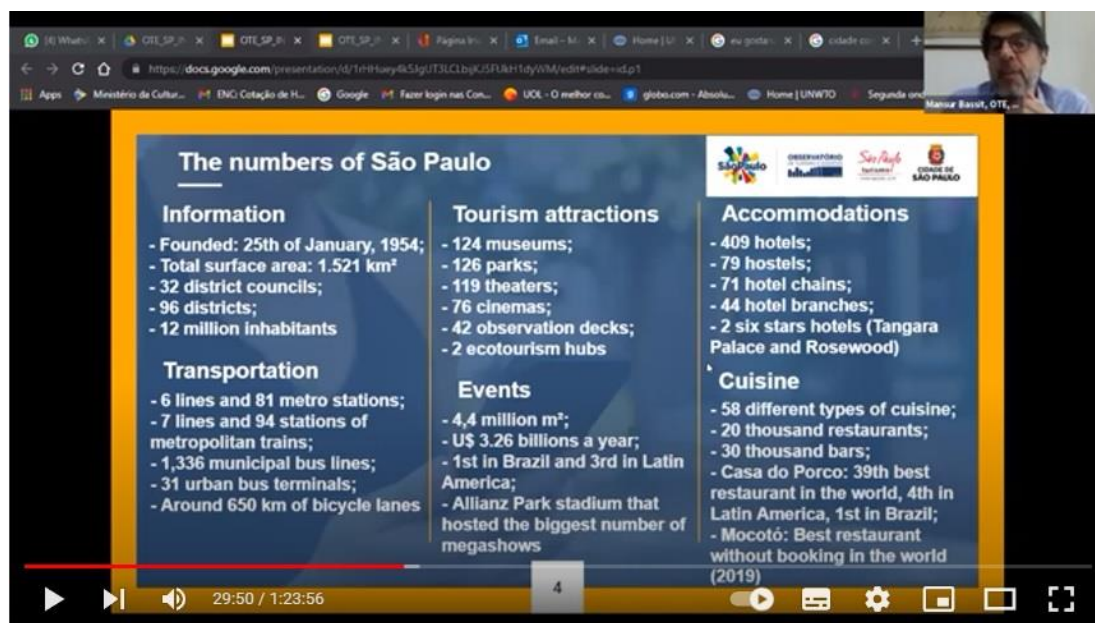
OTE workshops and benchmarking resource

In 2021, OTE participated in some lectures, lives and webinars with information exchange, highlights in national and international tourism actions and several other related subjects, mainly in the search for methodologies and solutions during the period of the covid 19.

Lectures, lives and meetings accompanied by the team	
Date	Event
05/14/2021	Webinar: Research MICE - Alianza MICE Sudamérica
05/21/2021	Lecture: Live Research SETUR-SP and Fundação SEADE
05/26/2021	Webinar: Post-vaccine tourism trends – FOHB
08/05/2021	Lecture: Data How to capture, measure and analyze – Future in Progress
08/10/2021	Lecture: Digital content at events – Future in progress
08/19/2021	Lecture: Event Monetization – Future in Progress
08/25/2021	Webinar: Turbulence shows who is the leader - FOHB
09/01/2021	Webinar: Journey: Smart Tourist Destinations - SEBRAE
09/28/2021	Lecture: Brazilian Traveler Profile – Panrotas
09/29/2021	Lecture: Public Sector - Tourism as a vector of economic recovery – Ministry of Tourism (Mtur)/ Tourism counts
09/30/2021	Lecture: Hospitality - Post-pandemic hotel sector trends – MTur/ Tourism counts
09/30/2021	Lecture: Aviation - Challenges for the resumption of national and international air transport – MTur/ Tourism counts
09/30/2021	Lecture: Monitoring of jobs in tourism in Brazil – MTur/ Tourism counts
10/04/2021	Lecture: How to measure the tourist flow in cities - CIET (Center for Economics and Intelligence of the State of Sao Paulo).
10/15/2021	Lecture: Tourism Economy - CIET
10/29/2021	Lecture: Cultural attractions – CIET
11/05/2021	Lecture: Tourism products and segments - CIET
11/18/2021	Lecture: III National Hospitality Forum 2021 - FOHB
11/22/2021	Lecture: Study of Tourist Demand – CIET
11/29/2021	Lecture: Interpretation of tourism data
11/29 and 30/2021	Relationship event: Focus group - observatories /MTur (RMIT)
11/29 and 30/2021	Relationship event: Panrotas Forum

12/06/2021	Relationship event: Launching Calendar of Trade Shows and Events UBRAFE (Brazilian Union of Trade Shows and Events) - 2022
Various dates	Meetings: Biweekly meeting of the Tourism Committee of the São Paulo City Council - 24 meetings
Various dates	Monthly meeting of the Fecomercio-SP Tourism Board – 12 meetings.
Various dates (under)	INSTO/ OMT – exchanges of experiences and knowledge with the other Observatories of the International Network of Observatories of Sustainable Tourism, actively participating in the group.
05/25/2021	Technical INSTO webinar: Measuring the Local Satisfaction with Tourism during the COVID-19 Pandemic
06/22/2021	Technical INSTO webinar: Water and Waste Water Management
07/27/2021	Technical INSTO webinar: Tourism Seasonality – Mr. Mansur (speaker)
09/28/2021	Technical INSTO webinar: Climate Action
11/11/2021	2021 Global Virtual INSTO Meeting – Mrs. Nara Sá (speaker).
Various dates (under)	Brazilian Network of Tourism Observatories (RBOT) - exchange and share experiences and knowledge with other RBOT Observatories, actively participating in the group.
08/15/2021	WG Research Methodology and WG Communication
08/16 and 17/2021	5th Meeting of the Brazilian Network of Observatories
09/20/2021	ANPTUR (National Association for Research and Graduate Studies in Tourism)/ RBOT Space
Various dates (under)	Universities and Technical Tourism Courses - Introduce SPTuris and OTE to the students of the institutions, detailing how our research is carried out, report development and data analysis, providing students an understanding of how an observatory works and the importance of data for the development of the sector
07/08/2021	Live from UNESP (Paulista State University) - Avaré
10/26 and 27/2021	Presentation for Fatec students in the discipline of Statistics
May/2021	Meeting for the formation of WG of Higher Education Institutions in Tourism
11/16/2021	Meeting (in person) with the delegation of the Tourism Observatory of Maringá (PR). – With the objective of expanding and perpetuating the observatory's work to other locations interested in developing studies, research and work in the tourism observatory in their destination/locality, for benchmarking and information exchange.

Technical INSTO webinar: Tourism Seasonality



Seasonality is a measurable characteristic with significant economic and social impacts in tourism. The causes of this phenomenon can be varied, such as natural and/or institutional (weather, holidays, among others).

To measure the degree of seasonality, one of the 11 key monitoring and management areas required to understand tourism, destinations can use specific indicators ranging from tourist arrivals to occupancy rates.

Thus, this third technical webinar discussed experiences and lessons learned by some members of the UNWTO International Network of Sustainable Tourism Observatories (INSTO) in the field of measuring and monitoring the seasonality

of tourism, with Mr. Mansur (research manager) explained on the subject for the city of Sao Paulo on 27th July.

2021 Global Virtual INSTO Meeting

Ms. Nara Sá, Observatory of Tourism and Events of Sao Paulo



Ms. Nara Sá, Observatory of Tourism and Events of Sao Paulo



A fundamental condition for the sustainable development of participatory processes connected in the formulation of public policies and essential decisions for the success of governance in tourism.

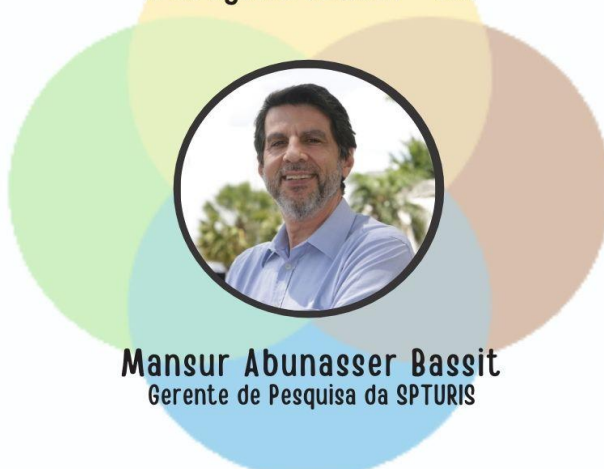
This INSTO meeting then focused on the topic of governance and participatory approaches, where INSTO experts and members shared their experiences, insights and methodologies in this context. Representing the Sao Paulo OTE, we had the participation of Mrs. Nara Sá, on 11th November 2021.

The Sao Paulo Observatory and the work of SPTURIS

GEPTER E GEHLA CONVIDAM PARA SUA 3ª LIVE: “O Observatório de São Paulo e o trabalho da SPTURIS”.

www.youtube.com/watch?v=t87rw5GKj5o

11 de agosto de 2021 - 19h



Mansur Abunasser Bassit
Gerente de Pesquisa da SPTURIS

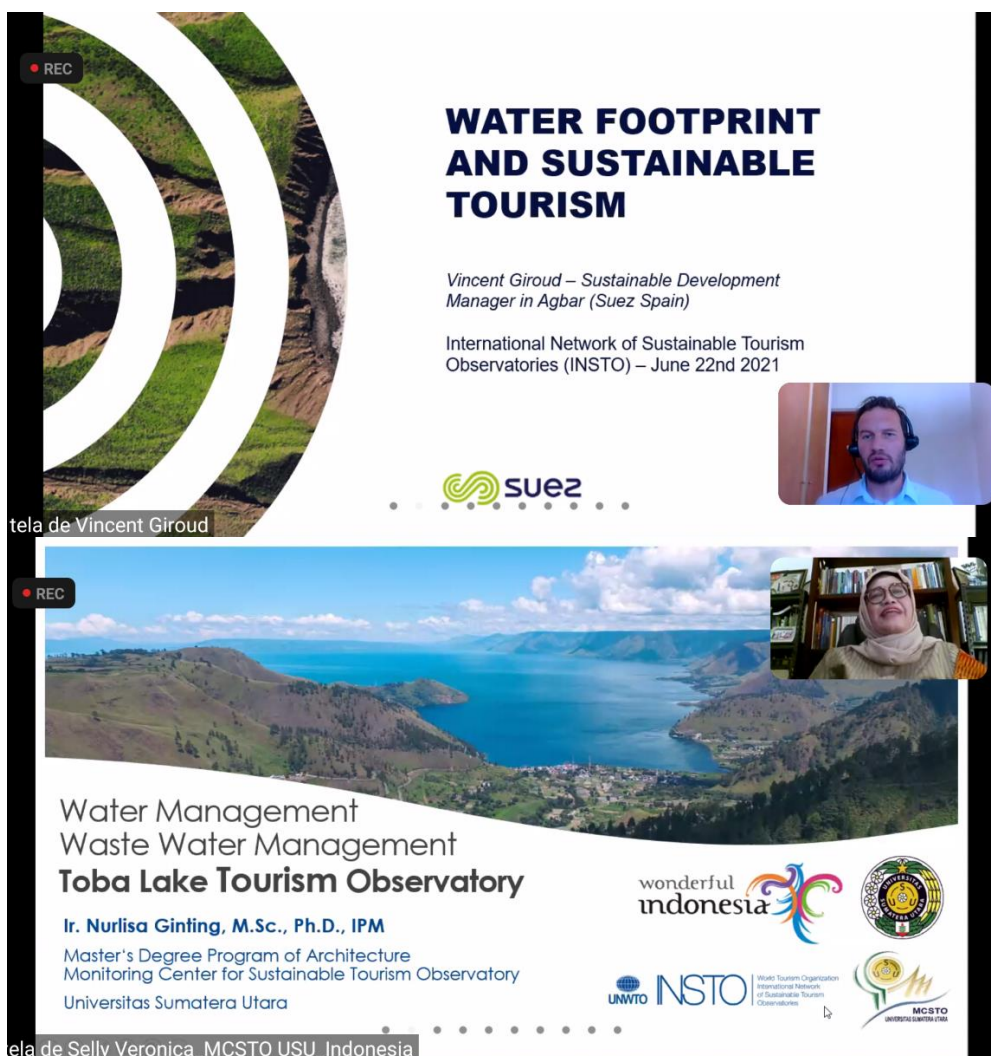


The UNESP Rosana Research Group and the UNESP Avaré Hospitality and Leisure Study Group invited Mr. Mansur Abunasser Bassit - SPTURIS Research Manager on August 11th, 2021, to talk about the theme entitled: "The Sao Paulo Observatory and the work of SPTURIS".

The area manager explained to the students and professors of the universities, about the activities carried out by the tourist intelligence center of the city of Sao Paulo, as well as its attributions, studies in development and how partnerships with educational institutions could enrich development studies city tourist.

Others participations

INSTO Water and Wastewater management



WATER FOOTPRINT AND SUSTAINABLE TOURISM

Vincent Giroud – Sustainable Development Manager in Agbar (Suez Spain)

International Network of Sustainable Tourism Observatories (INSTO) – June 22nd 2021

suez

tela de Vincent Giroud

**Water Management
Waste Water Management
Toba Lake Tourism Observatory**

Ir. Nurlisa Ginting, M.Sc., Ph.D., IPM

Master's Degree Program of Architecture
Monitoring Center for Sustainable Tourism Observatory
Universitas Sumatera Utara

wonderful indonesia

UNWTO INSTO

MCSTO UNIVERSITAS SUMATERA UTARA

tela de Selly Veronica_MCSTO USU_Indonesia



ASTO
alentejo
sustainable
tourism observatory
PORTUGAL - EUROPE

Avelino Sousa (Hotel Manager and Environmental Specialist Advisor at ASTO)
Jaime Serra and M.ª Rosário Borges (coordinators of ASTO)



INSTO | World Tourism Organization
International Network
of Sustainable Tourism
Observatories

UNWTO SUSTAINABLE DEVELOPMENT OF TOURISM DEPARTMENT

TECHNICAL INSTO WEBINAR ON:
WATER AND WASTE WATER MANAGEMENT

TUESDAY, 22 JUNE 2021, TIME: 12:00 (CEST)

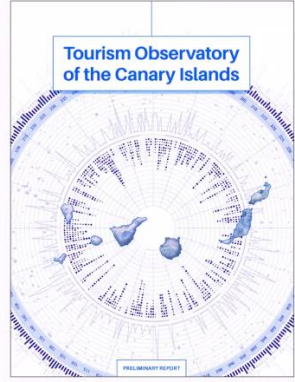
ZOOM SESSION



Avelino Sousa

REC

Tourism Observatory of the Canary Islands



Tourism Observatory
of the Canary Islands

Report prepared by a research team of the *University of La Laguna* and the *University of Las Palmas de Gran Canaria* at the request of the *Ministry of Tourism, Industry and Commerce of the Canary Islands* in the context of the application to the International Network of Sustainable Tourism Observatories of the United Nations World Tourism Organization.

On 21st October 2020, the annual Global INSTO meeting confirmed the Canary Islands as a new member of the network.



Universidad de La Laguna

de noemi

The International Network of Sustainable Tourism Observatories of the World Tourism Organization (UNTWO INSTO) held a virtual informative meeting in which the Tourism and Events Observatory (OTE) was invited to participate on June 22, 2021.

The WTO had presentations from observatories in the Canary Islands, Indonesia, Alentejo and Suez.

Rede Brasileira Observatório de Turismo – RBOT – Brazilian Tourism Observatory Network (RBOT)

O caminho da Inteligência turística

Inovação + Tecnologia

Dados

Big Data

Decisões estratégicas

Sistema de Inteligência

Setores público e privado

Data-driven

Competitividade

Sustentabilidade

Estatísticas tradicionais

Recoletar/Organizar/Processar

Relatórios e pesquisas

Novas fontes de Big Data

Informação em Near Real time

Análise com Insights

Visualização com Dashboards

2. Dashboards para uma gestão inteligente

Elaboramos **dashboards a partir dos dados disponíveis em sua organização**, bem como de novas fontes, para acompanhamento e avaliação dos resultados de áreas e projetos:

- > **Indicadores estatísticos e pesquisas** realizadas pelo destino.
- > **Marketing e comunicação:** comunicados de imprensa, segmentos, clippings, mídia, orçamento de investimento, mapeamento de ativações.
- > Para **segmentos específicos:** MICE, cultural, gastronômico, esportivo, compras, cruzeiros, premium, etc.
- > **Demanda turística:** sazonalidade, perfis, conectividade aérea).
- > **Inventário e Mapa da oferta** hoteleira, turística e gastronômica, investimentos, fornecedores turísticos (por categorias, geolocalização).
- > **Gestão de centros/postos de atendimento ao turista** (origem, consultas, sedes).
- > **Programas e ações** de formação, qualidade ou outros (características, participantes, resultados).

Federico Esper está apresentando

PROMOÇÃO ESPECIAL PARA RBOT

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- > Solicitar proposta a info@souldataweb.com, e indicar:
 - > Nome e Sobrenome
 - > Nome da Organização
 - > Qual destino você gostaria de analisar (cidade, região ou Estado)
 - > QUANTIDADE DE ESTABELECIMENTOS/LOCAIS para análise.
 - > Escolha entre 500, 1000 ou 2000 estabelecimentos/locais do destino.
 - > Análise comparativa da oferta hoteleira, gastronômica e atrativos turísticos do destino.

10% DESCONTO

15:16 | rbp-sfls-vdp

Federico Esper está apresentando

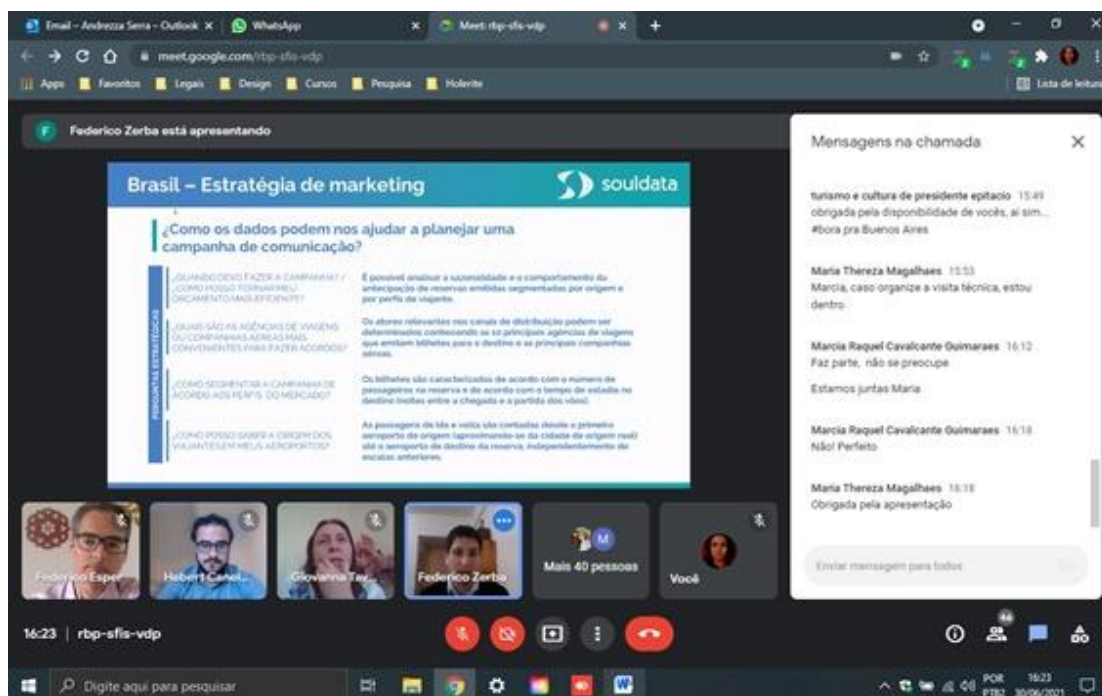
4 Relatórios estratégicos de posicionamento online

travelsat souldata

- > **1 Relatório estratégico** de análise global do destino, com insights e KPIs.
- > **3 Relatórios específicos de Inteligência Turística** de posicionamento online:
 - > 1 Relatório de avaliação online dos atrativos turísticos do destino.
 - > 1 Relatório de avaliação online sobre a oferta hoteleira
 - > 1 Relatório de avaliação online sobre a oferta gastronômica.
- > Além disso, estes relatórios incluem: índice de reputação online e mapa com geolocalização dos locais e estabelecimentos analisados.
- > Reunião de apresentação dos resultados para autoridades e atores do destino.

10% DESCONTO PARA RBOT

15:17 | rbp-sfls-vdp



The presentation by Federico Esper, from SoulData, took place on June 30th. They made the presentation about some products already formatted for the TOs, offering discounts on contracts.

One of the tools shows the performance of tourist attractions and infrastructure, such as accommodation and restaurants. The contractor needs to determine 500, 1000 or 2000 locations to be searched. They cross-reference reviews and visits from multiple monitoring sites (such as Google, Trip Advisor, and Expedia) and deliver reports with analytics. Another product is a monitoring of air travel to the destination, through tkt sold, including how long the person stays, people travel together and how the trip / tkt is purchased.

They also presented a tool that can bring insights about international tourism, to Brazil and specific destinations (this one I believe would be more suitable for some Ministry work aimed at increasing the attraction of international tourists to Brazil).

At the end, some reflections on the importance of data for planning and monitoring the activity.

They also offered discounts on purchases of the tools for RBOT members.

Final Considerations

The year of OTE was, as always, challenging. With the covid 19 pandemic and the isolation/social distancing measures imposed by the disease, it caused the events and entertainment activities that collaborate with the city's tourism, to suffer a recession.

With the start and advance of vaccination against the disease throughout the year, in November 2021 the Government of the state of Sao Paulo released the performance of concerts, opening of clubs, bars and sporting events with 100% of the public, through mandatory use of masks and respect for hygiene protocols.

Thus, with the gradual return of the events, new studies at the request of the Sao Paulo City Hall secretariats continued to be incorporated into the work of the observatory, as well as the project for the new OTE website, which is still in progress to be online soon.

The studies carried out by OTE in 2021 were important to measure, mainly, the impact of not holding these major events, as well as their economic, cultural and social factors through a gradual return.

City of Sao Paulo
Mayor: Ricardo Nunes

São Paulo Turismo - SPTuris
President: Gustavo Pires
Tourism Director: Fernanda Ascar

Observatório de Turismo e Eventos da Cidade de São Paulo
Tourism and Events Observatory - City of Sao Paulo

Mansur Bassit – Research manager
Andrezza Serra – Research coordinator
Davi Melão – Research technical assistant
Janaína Baseggio – Research technical assistant
Priscila Schalok - trainee