

TOURISM AND EVENTS OBSERVATORY CITY OF SÃO PAULO

Introduction

The Tourism and Events Observatory - City of São Paulo (OTE), core of research and market intelligence of São 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 São 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 for wanting to return to the city. The OTE is a pioneer in data collection and analysis for the tourism of the city of São 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 São Paulo Characteristics

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With a population made up of almost 12 million inhabitants in a 1,530 km² of municipal area, more than 100 nationalities living in the territory and with more than 15 million tourists received annually, São Paulo is a global city that unites diverse customs and cultures. Known for his versatility, São 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 (42 thousand apartments available) and by the huge taxi fleet. São Paulo capital receive, per year, more than 42% of all the business fairs those performed throughout the national territory.

Among more than 200 tourist attractions, the main highlights are: Avenida Paulista, São 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 São 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: São Paulo Airport/ Congonhas (CGH), Viracopos International Airport (VCP) and São Paulo International Airport/ Guarulhos (GRU).

2019 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 and Tourist Information Centers (CITs) movement.

These collection of data also figure in our annual report called “Tourism Monitoring Center – City of São Paulo”, comprising the analysis and specific information of all results obtained in the month, in order to understand the figures in the economic scenario and in the context of global, Brazilian and São Paulo tourism.

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

Research in mega events

The OTE conducted and published the following mega events researches during the year of 2019:

Carnival

In February, the OTE carried out an extensive survey on the São Paulo Carnival, including interviews with revelers in the Sambadrome and in various street carnival blocks around the city, as well as economic analysis. The interviews with the public had as main focus the socio-demographic characteristics and the consumption habits of the tourists during the Carnival, besides an evaluation of the event, in the streets as well as in the

Sambadrome. The collected data point to a growth in the number of national tourists in this Carnival: in the Sambadrome, 58% and in the Street Carnival the decrease was 70%.

The Street Carnival public profile, when compared to those interviewed in the Sambodromo, shows a greater presence of young people: 32% are between 18 and 24 years old, compared to 26% between 30 and 39 years old in the Sambodromo. In addition, 70% of the street carnival audience lives in the capital of São Paulo, while in the Sambodromo this number is 58%.

The full report is available at:

http://www.observatoriodoturismo.com.br/pdf/CARNAVAL_SAMBODROMO_RUA_2019_ALTA.pdf

Virada Cultural

The 15th edition of Virada Cultural occurred on May 18 and 19, 2019, the City of São Paulo. The traditional event has received millions of people in search of cultural diversity: music, gastronomy, exhibitions, interventions and presentations, as well as a lot of fun and entertainment for children.

In partnership with the Municipal Department of Culture, the OTE, a research and market intelligence unit of São Paulo Turismo (SPTuris, a municipal tourism and events company), carried out a study of the profile of the public and the main data of the event, demonstrating the greatness and importance of the Virada to the capital of São Paulo. Check out the results of this survey.

In total, 1,200 people were interviewed on the main stages of the event throughout the city. The average rating of the public for this year's turnover was 8.7, while in 2017 it was 7.9, a 10.1% improvement in its perception. However, the evaluation of the individual items shows a decline in the positive ratings ("very good" and "good" scores) in all subjects. On the other hand, the average public spending on the event rose 63.8% over 2017, jumping from BRL49.45 at the time to BRL81.00 in 2019.

The full report is available at:

http://www.observatoriodoturismo.com.br/pdf/VIRADA_CULTURAL_2019.pdf

LGBT Pride Parade

The 23rd edition of the LGBT Pride Parade was held in the city of São Paulo, with the São Paulo City Hall support, through the Municipal Department of Human Rights and Citizenship. The event welcomed thousands of people on Avenida Paulista in search of fun, music, celebration and militancy through diversity. This year's theme was "50 years of Stonewall - our achievements, our pride to be LGBT+". The OTE carried out for a further year a field survey with the objective of tracing the profile of the public, habits of tourists and evaluation of the Parade.

A research for public profile was conducted, and among the main results, it is possible to highlight a young public (average of 28 years old), participants from other countries (0.1%), other Brazilian states (6.2%), but especially from the metropolitan region (23.9%) and cities from the interior of São Paulo, such

as Campinas (1.3%), Bauru (1.2%) and Sorocaba (1.1%), among others.

The full report is available at:

http://www.observatoriodoturismo.com.br/pdf/PARADA_2019.pdf

Taste Of São Paulo

SPTuris Research and Market Intelligence Center, the OTE, held a collection of data at the gastronomic event Taste of São Paulo on August through interviews with the public at the Clube Hípico de Santo Amaro.

The interviews had as focus the socio-demographic characteristics and the consumption habits of the tourists during the Taste of São Paulo period, besides an evaluation of the event itself.

The predominant profile at the event can be defined by the following person: woman (56,4%), Brazilian (100%), from São Paulo city (76,2%), age between 30 and 39 years (39,1%).

The full report is available at:

http://www.observatoriodoturismo.com.br/pdf/relatorio_taste_of_sp_2019.pdf

Street League Skateboarding

SPTuris Research and Market Intelligence Center, the Tourism and Events Observatory (OTE) carried out an audience profile survey on Street League Skateboarding - SLS São Paulo on September, through interviews with the attendants at the Anhembi Exhibition Pavilion.

The interviews focused mainly on the sociodemographic characteristics and consumption habits of visitors during the SLS São Paulo period, as well as an evaluation of the event itself.

The predominant public profile of SLS São Paulo can be defined by the following persona: male (75.7%), Brazilian (99.8%), resident of the city of São Paulo (53.9%), age between 18 and 24 years (34.6 %).

The full report is available at:

http://www.observatoriodoturismo.com.br/pdf/relatorio_sls_2019.pdf

Abav Expo 2019

SPTuris Research and Market Intelligence Center, the Tourism and Events Observatory (OTE) carried out an audience profile survey in the ABAV Expo 2019, between September 25 and 27, through interviews with the attendants at the Expo Center Norte. The interviews focused mainly on the sociodemographic characteristics and consumption habits of visitors during the ABAV, as well as an evaluation of the event itself.

Almost half of the fair's attendees (47.6%) is made up of tourists, whether from other cities, states or international. Previous numbers indicate that the audience of this edition was 29,416 participants, which means an increase of more than 26% compared to the previous year's audience of 23,300, far surpassing the organizers estimated growth of 10%.

The full report is available at:

http://www.observatoriodoturismo.com.br/pdf/relatorio_ABAV_2019.pdf

São Paulo Oktoberfest

SPTuris Research and Market Intelligence Center, the Tourism and Events Observatory (OTE) carried out an audience profile survey on 3th São Paulo Oktoberfest on September 27, 28, 29; October 04, 05, 06 through interviews with the attendants at the Jockey Club de São Paulo.

The interviews focused mainly on the sociodemographic characteristics and consumption habits of visitors during the event period, as well as an evaluation of the event itself.

The audience is mostly female (56,5%), aged 30 to 39 (41,4%), who went to the event by Taxi (App). Among the tourists attending the event, most also enjoyed the cuisine offered by the city. Therefore, it is an event that has the potential to leverage others with gastronomic appeal. In total, 1225 people were interviewed at Jockey Club de São Paulo.

The full report is available at:

http://www.observatoriodoturismo.com.br/pdf/OKTOBERFEST_2019.pdf

São Paulo Fashion Week (SPFW)

SPTuris Research and Market Intelligence Center, the Tourism and Events Observatory (OTE) carried out an audience profile survey in the São Paulo Fashion Week (SPFW) 2019, between October 15 and 18, through interviews with the attendants at the Ibirapuera Park.

The interviews focused mainly on the sociodemographic characteristics and consumption habits of visitors during the SPFW, as well as an evaluation of the event itself. This is a mostly local event, with more than 80% of the audience composed of residents of the city of São Paulo, especially guests, staff, students and journalists of the sector.

The full report is available at:

http://www.observatoriodoturismo.com.br/pdf/relatorio%20 SPFW_2019.pdf

WebConnection São Paulo

SPTuris Research and Market Intelligence Center, the Tourism and Events Observatory (OTE) carried out an audience profile survey on WebConnection São Paulo 2019 from October 24th to 26th, through interviews with the attendants at Expo Center Norte.

The interviews focused mainly on the sociodemographic characteristics and consumption habits of visitors during the WebConnection period, as well as an evaluation of the event itself.

The audience is mostly students from many school's system, with the equivalent gender proportions (50.3% male and 49.7% female), under 18 years old who went to the event by bus. Most part of the tourists attending

came only for the event (71,6%) followed by 13,4% who enjoyed the cuisine offered by the city.

The full report is available at:

http://www.observatoriodoturismo.com.br/pdf/WEBCONNECTION_2019.pdf

Brazilian F1 Grand Prix

The City Hall of São Paulo, through the OTE, held an exploratory research with the audience at the F1 Grande Prêmio do Brasil at the Autodromo José Carlos Pace/Interlagos, on 15 and 17 November 2019. In partnership with the organizers of F1 Grande Prêmio do Brasil, OTE interviewed 1,213 event participants, coming from more than 11 countries. According to the results of the survey and the number of public released by the event organizers (158 thousand people). The random approach, which occurred in all Autodromo's bleachers with the crowd, in order to collect information on the socio-demographic profile of residents and tourists, Brazilian and foreigners, and public habits present with respect the event and the city.

The predominant public profile can be defined by the following persona: man (82.6%), Brazilian (86.2%), from São Paulo city (40.6%), between 30 and 39 years (29.6%).

The full report is available at:

http://www.observatoriodoturismo.com.br/pdf/relatorio%20f1_2019_site.pdf

Rugby Brasil x Barbarians

SPTuris Research and Market Intelligence Center, the Tourism and Events Observatory (OTE) carried out an audience profile survey in November 20 in the Rugby Brazil x Barbarians, through interviews with the attendants of the event, which took place at the Morumbi Stadium.

The interviews focused mainly on the sociodemographic characteristics and consumption habits of visitors during the Rugby Brazil x Barbarians, as well as an evaluation of the event itself.

This is a primarily local event, with 73.3% of the public composed of city residents. Of this total, most come from the South and West zones, which together account for 60.4% of residents, which may occur due to the proximity of these regions to the event venue.

Despite being a single edition event, over 97% of visitors say they would return to a new edition, and 97.4% said that São Paulo City should continue to invest in events like this.

The full report is available at:

http://www.observatoriodoturismo.com.br/pdf/relatorio_rugby.pdf

Festival de Natal

SPTuris Research and Market Intelligence Center, the Tourism and Events Observatory (OTE) carried out an audience profile survey between December

13 and 23 in the Christmas Festival 2019, through interviews with the attendants of the event, which took place at the Triângulo SP, region of São Paulo historic downtown.

The interviews focused mainly on the sociodemographic characteristics and consumption habits of visitors during the Christmas Festival, as well as an evaluation of the event itself. With 82.2% of the public composed of city residents. Of this total, most come from the South and East zones, which together account for almost half of the residents (49.6%).

The main application points of the research were: Praça do Patriarca, Largo São Bento, Caixa Cultural/Giant Nativity Scene, Praça/Catedral da Sé, Praça Antonio Prado, Farol Santander, Edifício Martinelli, Centro Cultural Banco do Brasil, Christmas Village and Giant Nativity Scene at Street XV de Novembro, Municipal Theater, Shopping Light, Pateo do Colégio and Edifício Matarazzo (São Paulo City Hall).

The full report is available at:

http://www.observatoriodoturismo.com.br/pdf/relatorio_festivaldenatal.pdf

New Year's Eve

The New Year's Eve on Avenida Paulista 2019/2020, promoted by the City Hall of São Paulo and held in one of the main postcards and points of visitation of the capital, is a traditional event in the City of São Paulo.

The OTE conducted a survey during the New Year's Eve in Paulista in order to identify the profile of the public present. The public's satisfaction with the event was evident among all present and was confirmed with the results of the survey. A total of 1,257 interviews were conducted at the event of December 31, 2019.

The Observatory mobilized 43 researchers to collect informations. The team toured the entire area intended for the audience of the event by interviewing the participants from 6:00 pm on January 31 at 1:30 a.m. on January 1, 2020. The results presented highlight the importance of the event for the city, with its multiplier effect at a time when some of the city's main vocations, business and events, enter a period of low season.

The full report is available at:

http://www.observatoriodoturismo.com.br/pdf/relatorio_reveillon_2020.pdf

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		
Setores	São Paulo	
	N.C.*	kWh
Residencial	4.649.487	11.231.739.021
Comercial	315.894	10.726.894.868
Rural	133	2.479.391
Industrial	17.318	2.531.285.392
Iluminação Pública	12	500.074.469
Poder Público**	8.139	935.898.610
Serviço Público ***	622	1.554.641.244
Consumo Próprio	172	28.904.720
Total	4.991.777	27.511.917.715
Fonte/ Source: ENEL	* Número de consumidores/ Number of consumers	
	** 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 São Paulo.

Coleta de Lixo e Reciclagem em São Paulo - 2019 *							
Waste Collect and Recycling in São Paulo - 2019 *							
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	326.387	7.441	36.532	6.380	995	2.722	697
Feb	292.481	6.524	36.992	5.884	581	2.648	719
Mar	314.108	6.724	38.227	7.396	1.093	2.792	757
Apr	313.187	6.483	40.459	7.453	1.218	2.886	780
May	307.805	6.391	40.148	6.495	947	2.973	838
Jun	284.772	5.799	28.873	6.326	1.181	2.758	705
Jul	302.068	6.511	36.623	7.287	2.514	2.861	811
Aug	295.443	6.415	38.352	8.526	2.906	2.861	831
Sep	292.639	6.436	36.974	7.449	1.982	2.751	748
Oct	316.233	6.877	42.030	5.592	1.695	2.907	800
Nov	302.594	6.791	38.401	5.515	1.432	2.710	739
Dec	332.328	8.062	34.125	5.330	1.263	2.649	702
Total	3.680.045	80.454	447.736	79.633	17.807	33.518	9.127
Fonte/ Source: Prefeitura de SP/ São Paulo City Hall		* Quantitativo por Tonelada/ Quantitative per Ton					
		** Grandes Geradores de Resíduos / Large Waste Generators					
		*** Pequenos Geradores de Resíduos / Small Waste Generators					

3. Data collected about water consumption with Sabesp, responsible for water supply, sewage collection and treatment of 364 municipalities of São Paulo. It

is considered one of the world's largest water companies in the population served.

The data from the local sanitation company (Sabesp) had not been sent by the agency until the deadline for sending this report. As soon as we receive this information, we will send it in an updated report.

Social Media

The OTE has 3 social media profiles that are daily updated with many different subjects, such as researches, 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/observatoriodeturismoeeventos/?ref=bookmarks>

Linkedin:

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

Youtube:

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

OTE workshops and benchmarking resource

64th UNWTO Commission for the Americas is meeting in La Antigua, Guatemala

The observatory was invited to speak at an event of the world tourism organization on May 15, 2019, in Guatemala City, Guatemala, in a panel dedicated to tourist monitoring in urban destinations.

Salão São Paulo de Turismo 2019

This event was created to expose the full potential of many of the 645 cities that make up the State of São Paulo. Mainly for its tourist, cultural, artisanal and historical potential.

This has been an excellent showcase for a select audience, mainly Operators and Travel Agents, professionals from the specialized press, graduates in Tourism, investors and, mainly, Tourists in search of news as a destination.

The lecture on monitoring data related to tourism and events, the importance of Tourism for São Paulo, how to regularize a new RT - Tourist Regions in the State of São Paulo, the Regionalization of Tourism and its impacts, and elaboration and Assembly of resource processes for Tourist Municipalities (Resorts and MITs).

Forum Panrotas 2019



Rodrigo Kluska e Fred Rozanski (SPTuris)

Forum Panrotas 2019, took place on March 19 and 20, at the headquarters of Fecomercio-SP. Addressing news through lectures, interviews and presentations, bringing together more than 1.3 million people from the Tourism sector.

8th Global Meeting of the World Tourism Organization



João Carlos de Oliveira (SPTuris)

Tourism Observatory at global WTO meeting, the research manager, João Carlos de Oliveira, represented the city of São Paulo and the SPTuris Tourism and Events Observatory, held in Nur-Sultan, Kazakhstan.

Tourism and Events Observatory participates in a lecture on the North American market 2019



In December 5, was held at the headquarters of Visite São Paulo a lecture, as an action to promote and generate opportunities in the travel and events sector.

The Observatory of Tourism and Events of the City of São Paulo, represented by the manager João Carlos de Oliveira, attended the presentation of the lecture “Mercado de América del Norte: how to improve the relationships and the capture of business and events from this audience”, held by Eduardo Chaillo, Latin America general manager at Global General Manager.

Final Considerations

The year of OTE was, as always, challenging. With the São Paulo Turismo (SPTuris) concession project still in progress, the company's staff and budget were again reduced. However, the team's effort to sustain the work, even if basic, was large and successfully completed.

New studies at the request of the Municipal Tourism Secretariat (SMTur) and other secretariats of the São Paulo City Hall have been incorporated into the work and the project for the new OTE website is still underway to be on the air soon. The studies carried out by OTE in 2019 were important for maintaining the department's position as the main source of tourist data in the city of São Paulo and guiding the sector's actions.



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**São Paulo Turismo - SPTuris
President: Luiz Alvaro Salles Aguiar de Menezes
Events and Tourism Director: Thiago Lobo**

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