

PRESENTATION

The center of research and market intelligence of SPTuris, City of Sao Paulo Tourism and Events Observatory, presents the 17th edition of the Monitoring Center report about tourism of Sao Paulo, comprising the 2015 year of closing the tour data, a analysis that brings the main results of the year in the sector and forecasts for 2016. Coupled to this information, the report presents the current economic environment and its impact on world tourism, Brazilian and São Paulo.

The data base for the production of this document consist of the Centre's research Tourism and Events, in addition to information provided by official sources and obtained in industry reports that address each topic addressed.

Full reports of the indicators mentioned here are available on our website: www.observatoriodoturismo.com.br

MAIN RESULTS ANNUAL CLOSURE 2014/2015

MEANS OF ACCOMODATION

61,42% ▼ 3,7%

hotel occupancy 2015

R\$ 316 ▼ 3,6%

hotel average daily rate 2015

47,92% ▼ 7,3%

hostel occupancy 2015

R\$ 52 ▼ 5,6%

hostels average daily rate 2015

8.000

House rentals ads to season, according Airbnb

TAX OVER TOURISM SERVICES

R\$ 273.537.153 ▲ 1%

tax collecting in 2015

TRANSPORTATION

Bus

16.413.430 ▼ 2%

passengers on Tietê, Barra Funda and Jabaquara bus terminals in 2015

1.235.212.145

recreational vehicles on state roads of São Paulo in 2015, according to the Brazilian Association of Concessionárias of Highways

Air

63.340,825 ▲ 1,5%

passengers on Viracopos, Guarulhos and Congonhas airports in 2015

TOURIST INFORMATION CENTERS

109.297 ▲ 0,8%

people assisted

37.425 ▲ 39,7%

brazilian tourists

33.239 ▼ 14%

foreign tourists

ECONOMIC ENVIROMENT

The Brazilian economy in 2015 had an unfavorable performance. The country has gone through many times of economic uncertainty and fell on their degree of foreign investment. In addition, inflation soared and closed the 2015 YTD 10.67%, according to the National Index report to the Broad Consumer Price (IPCA) of the Brazilian Institute of Geography and Statistics (IBGE).

Another important indicator had significant change: the income of the Brazilian. The worker's average monthly income had decreased by 7% and currently stands at around 2,182.10 BRL.

Industry sectors, trade and services were also affected. Industrial production starred in decline in the period between November 2014 and November 2015, a decrease of 7.7%, according to IBGE. Also according to the institute, services in Brazil showed negative performance of 6.3% in November 2015 compared with the same month last year, the biggest devaluation since 2012.

The consumer movement in the country's stores fell 9.6 % in January 2016 compared to the same month last year, according to Serasa Experian Indicator of Trade activity. It was the largest interannual decrease of retail sales since April 2002, when it fell 11.2% compared to April 2001.

The depreciation of the real against the US dollar also had a strong influence on economic outcomes. The dollar closed the year at R \$ 3.90 and is expected to remain around US \$ 4 in 2016. This oscillation caused the Brazilian trade balance closed 2015 surplus of US \$ 19.6 billion, the highest value since 2005 . According to the Ministry of Development, Industry and Foreign Trade (MDIC), the year was US \$ 191.1 billion in exports and US \$ 171.4 in imports. Although the result was positive, it was not enough to increase the absolute exports, which fell by 14.1% compared with 2014.

The International Monetary Fund (IMF) forecasts a drop in the Brazilian gross domestic product of 3% for 2015 and 1% in 2016, indicating that the tightening of economic policy should put pressure on prices and industrial production, trade and services for a few more months. Data from the study "Global Economics Analyst" produced by Goldman Sachs show that Brazil is the only one who must register drop in the Gross Domestic Product (GDP) in 2016, with a 1.6% decline forecast.

source: IBGE, MDIC and FMI, 2016

WORLD TOURISM

Data from the World Tourism Organization (UNWTO) set the record 1.2 billion international tourists in the world in 2015, 4.4% higher than the number recorded in 2014, accounting for about 50 million tourists more than in 2014.

By region, Europe, the Americas, Asia and the Pacific recorded above average growth of around 5%.

Europe, a leading growth both in absolute terms and in relative, had more than 609 million tourists in 2015 or 29 million more than in 2014. This growth can be explained by the high appreciation of the dollar against the euro, making trips to Europe more attractive to emerging markets.

A stronger dollar also contributed to the growth of interest in destinations in Central America (+ 7%) and South America (+ 4%), and the Caribbean (+ 4%).

The destinies of Africa and the Middle East suffered a year marked by civil strife and political and economic instability. The WTO says that the available data for these regions are limited, but point to falls of up to 3% in international arrivals.

Among countries, China and the UK leading the overseas travel growth for 2015.

Brazil and Russia, historically dynamic markets with regard to expenses and issuance of tourists abroad had a significant reduction in the emission of travelers to other countries, against the devaluation of their currencies and credit restrictions.

1,2 billion

international tourists around the world in 2015.

50 million

tourists in the world more than in 2014.

source: OMT, 2016



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TOURISM IN BRAZIL AND SAO PAULO

The research report Consumer Survey - Intention to Travel the Ministry of Tourism (Tourism Ministry), shows the preference of tourists for shorter car trips within their own state and between regions. It is also observed small changes in the means of transport used by tourists option: slight increase in intent to travel by bus and drop in flight.

Research shows that despite the travel intentions have declined 23.5%, intend to domestic travel increased from 80.2% in 2014 to 86.4% in 2015. In Brazil, Northeast and Southeast follow first tied discrimination "Travel to another region", and to the Southeast the percentage of 2015 was 19.9% higher than in 2014.

The search for alternative means of accommodation is growing gradually. In the same survey, the number of alerts hosting intention in residence rented by Brazilians has grown 316% compared to 2014. The same is true between São Paulo, with an increase of 136% over the same period. The ads are available for lease in the Airbnb platform in São Paulo have already reached 8000.

Proven reserves of sales in tour operator CVC confirm the domestic travel growth seen in 2015, which grew by 6% over the previous year. And for 2016 are the national destinations that are among the most targeted by tourists, including the Northeast, Gaúcho states, Goiás and São Paulo.

source: MTur, Airbnb and CVC, 2016

TOURISM IN SAO PAULO

The tourism scene in São Paulo is characterized by the indicators monitored monthly by OTE. In the year 2015, the results follow the economic situation of the country. In-depth analysis of each indicator can be given below.

SAO PAULO'S ACCOMMODATION FACILITIES

The database of Tourism and Events Observatory consists of internal records, obtained through direct contact with merchants. The data presented here are the result of the performance of 16 115 housing units.

According to the monthly survey conducted by the Tourism Observatory and Events City of São Paulo, the occupancy rate in hotels São Paulo in the annual performance of 2015 decreased by 3.7% compared to the same period of 2014. The average daily fell 3.6% is used the same comparison.

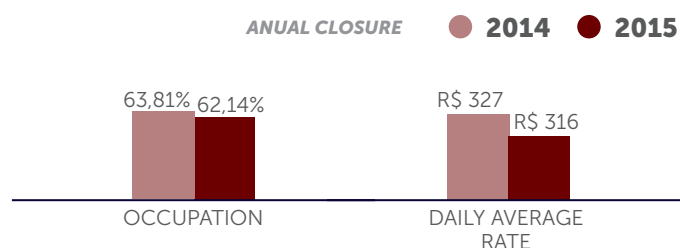
The hostels had occupancy of 47.9% and average daily rate at R \$ 52.18 in 2015. The data represented a decrease of 7.3% and 5.6%, respectively, compared with the values of the previous year .

The lower expense in tourist travel has influenced in leisure travel, which, together with business and events, is one of the main motivations of tourists who come to São Paulo, according to the Tourism Demand Research International Tourism Ministry (2014). The occupancy rate of the hotels on the weekend fell 3.6% in 2015, so does the occupation of the hostels that large portion is due to the leisure motivation, what evidence this analysis.

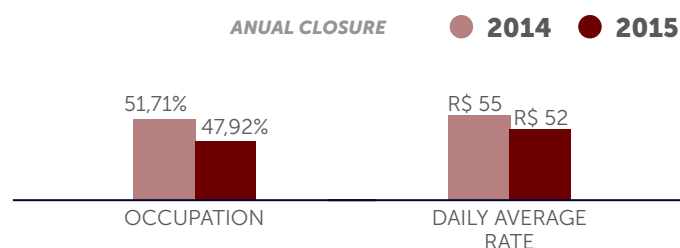
In 2015 we still feel the effect compared to the year of 2014 FIFA World Cup TM, when the city received an influx of 550,000 tourists to attend the event. And the fact of the crisis significantly influence the hospitality hindered the 2015 scenario.

According to the 2015 TripBarometer, study by TripAdvisor, 47% of hotel increase their rates because of recently completed renovations, in addition to increased demand. The same survey shows that managers of the hotels have invested in small renovations, employee training and online reputation management.

HOTELS - OCCUPATION RATES AND DAILY AVERAGE RATES



HOSTELS - OCCUPATION RATES AND DAILY AVERAGE RATES



source: MTur, OTE and Tripadvisor, 2016



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TAX OVER TOURISM SERVICES - CITY OF SAO PAULO

The collection of service tax (ISS) on tourism in the city of São Paulo closed the year 2015 with a 1% increase in the amount compared to 2014, corresponds to approximately R \$ 2,750,723.16 added storage room. Despite the increase in total arrecado 2015 has one of the worst variations since 2008/2009 crisis period, at which the change was 0.7%.

Among the collection of codes of group 13 of the ISS, the hosting sector and agency holds great deal of participation. In 2015, the codes referring to hospitality accounted for 47% of the amount collected, and when added to the 32% from the agencies, this share reaches 79% of the total. With the hotel performance in low (drop in occupancy and average daily), travel agencies with a drop of 4% in sales volume according to the Brazilian Association of Travel Agencies (ABAV) and ending its activities in 2015, the amount was impaired.

With the rise in the dollar, demand for domestic packages increased, while demand by international had mild downturn. When selling an international package the agency contributes a share of 6.89% in the ISS, since the national package the rate is 2.39% each package sold. Even with higher sales in national packages that collect less tax, the increase in service prices because of inflation caused the total collected was higher.

Although to a lesser extent, also influencing the collection of ISS, the organization and events assembly negatively weighed in annual revenues as a result of decrease in the size of public events held in 2015.

TAX OVER TOURISM SERVICES (BRL)

	2014	2015	VARIATION
ANUAL CLOSURE	270.786.430	273.537.153	+1%

source: Secretaria Municipal de Finanças, ABAV and OTE, 2016

TRANSPORTATION

BUS TERMINALS

The performance in bus terminals in 2015 shows drop in passenger numbers, also reaching the number of bus arrivals: the viagens reduced their frequencies by 22 thousand (723,000 to 701,000). The fall of 3.9% is more than 300 thousand passengers who did not use intercity buses to perform his travels.

The terminal Jabaquara, which operates trips to the state's coast represented an increase of 3% in passenger traffic compared to 2014, influenced by the increased number of long holidays in the state capital in calendar 2015. In addition, as reported in data Search the Ministry of Tourism Travel Intent, the travel trend of shorter distance and shorter duration has been consolidating.

The intention to use the bus as a means of transport by Brazil increased 7.1% compared to 2014. Among the Brazilians the variation is negative (-25.1%), from 15.5% to 11.6%. In contrast, it increased the intention of using the car trip between São Paulo, from 38.6% to 48.3%. It is noteworthy that, despite the increase in the intention of bus use among Brazilians and car use by Paulistas, positive assinalações travel intentions fell 23.5%.

Data from the Brazilian Association of Highway Concessionaires (ABCR) show that in 2015 the São Paulo highways received the volume of 696.1 mi drive vehicles, which corresponds to 56.3% of the national stream. Access to the city of São Paulo is responsible for 40% of changes in São Paulo roads, equivalent to approximately 278.4 mi drive vehicles.

According to information released by the portal clickbus, responsible for selling online bus tickets, recorded sales on the site in 2015 grew 150% compared to 2014. The figures show that users of this mode of transport are switching from buying platform, using more e-commerce in their transactions, in addition to strengthening the use of smartphones for travel services purchased.

BUS TERMINALS MOVEMENT - ANUAL CLOSURE

PASSENGER ARRIVALS

16.747.336
16.413.430

ANUAL CLOSURE

BUS ARRIVALS

723.186
695.149

ANUAL CLOSURE

● 2014 ● 2015

source: Socicam, MTur, ABCR, ClickBus and OTE, 2016



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AIRPORTS

According to the International Air Transport Association (IATA), the global level, the number of passengers on flights from January to November 2015 was 6.7% higher than that achieved in the same period of 2014, resulting in a factor of utilization of 80.5% in aircraft. In regional results, Latin America achieved an increase of 9.3% in total passengers, while in Brazil the increase was 1.5% higher than the accumulated from January to November 2014.

In the Consumer Survey research - Intention to Travel the Ministry of Tourism (Tourism Ministry), the assinalações of intention to use the aircraft as a means of transport to go on trips in the next six months, fell from 48.7% in 2014 to 38, 8% in 2015. Among the Brazilians also there was a decrease in choosing the plane, from 43% to 38.5%, a variation of -10.4%.

Analyzing the performance of the three terminals that serve São Paulo (Guarulhos, Congonhas and Viracopos), the period from January to November 2015 showed an increase of 1.8% in passenger traffic compared to 2014.

As for the performance of individual airports, Guarulhos - which has international flights stream - had reduced passenger numbers compared to 2014, reflecting the flow of tourists who came to the World Cup and the decrease in the intention of international travel, which It has meant that airlines reduce the supply of aircraft.

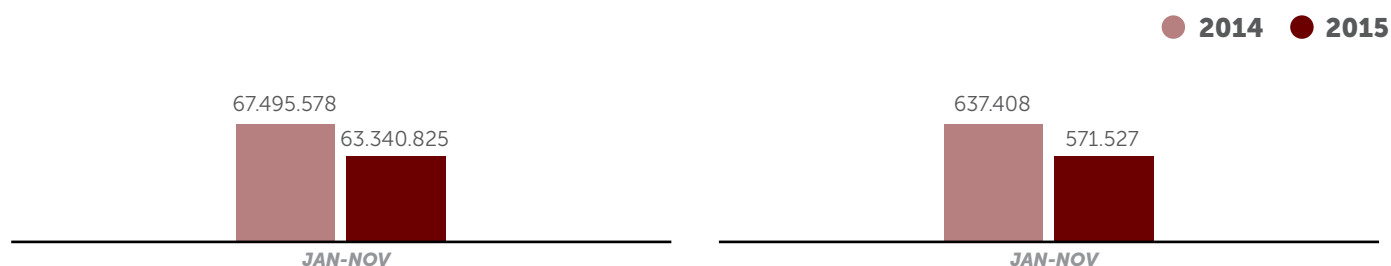
The airport of Viracopos been sensitive to the same factors that have reached Guarulhos, but in November 2014, with the inauguration of the new terminal, the frequency of international flights was strongly driven, changing from 3 to 38 flights per week, totaling about 449,000 passengers more than 2014.

In contrast, Congonhas was the only airport that has maintained positive growth with an increase of 7.6% in passenger flow. To meet only domestic flights, there is the reflection of passenger choice for shorter trips.

AIRPORTS MOVEMENT - ANUAL CLOSURE

PASSENGERS

AIRPLANES



source: IATA, MTur, Infraero, GRU Airport, Viracopos and OTE, 2016

TOURIST INFORMATION CENTERS

The Tourist Information Centers (CITs) had an increase of 0.8% in the total of the services rendered during the period from January to November 2015 (accumulated), compared to the same period in 2014. The number of people in attendance Local fell 9.7%, while the service to Brazilian tourists increased by 39.7%.

Widely disseminated during the FIFA World Cup 2014, the services of CITs were known by larger share of residents of the city of São Paulo. The results were also favored after the installation of a mobile unit outside the building of the Municipality of São Paulo, site of great tourist circulation.

In serving domestic tourists, the data emphasize that in 2015 the Brazilian made more trips by the country itself, which shows that tourists are more knowing and using this service.

The information most requested by the persons attending the CITs referred to the transport (21.7%), arts and culture (16.9%), location (19.6%), general services (13.3%) and leisure and sports (7.6%).

In the list of top emitters of tourists to the city in 2015, they led the origins of international tourists, Brazilian and São Paulo, respectively, Argentina, Sao Paulo and Campinas.

PEOPLE ASSISTED - ANUAL CLOSURE

ANUAL CLOSURE

	2014	2015	VARIATION
Foreign tourists	38.666	2.499	-19,2
Domestic tourists	26.783	2.752	-33,6
Sao Paulo residents	42.932	38.633	+10
TOTAL ASSISTANCES	108.381	109.297	+0,8

MAIN TOURISTS ISSUERS - ACCUMULATES 2015

	INTERNATIONAL	BRAZILIAN	SAO PAULO RESIDENTS
1	Argentina	Sao Paulo (SP)	Campinas
2	France	Rio de Janeiro (RJ)	Ribeirão Preto
3	Colombia	Minas Gerais (MG)	São José dos Campos
4	Germany	Rio Grande do Sul (RS)	Santos
5	USA	Paraná (PR)	Sorocaba

source: OTE, 2016

FINAL CONSIDERATION

Economic activity in the country recorded a negative performance across the board in 2015, with rising unemployment and inflation and fall in income in Brazil and in the service sector, trade and industry. The situation not only reaches Brazil. Other countries also faced economic difficulties in the period. However, it is interesting to note that, worldwide, tourism does not face the same difficulties, with some exceptions. During a meeting of the WTO, the organization's representatives said that tourism is one of the sectors that can contribute to the economic strength of nations, which is especially important in times of crisis. According to the secretary general of UNWTO, Taleb Rifai, "the robust performance of the sector is contributing to economic growth and job creation in many parts of the world. (...) It is therefore critical for countries to promote policies that encourage the continued growth of tourism."

In 2015 the overall number of tourists grew by 5% compared to 2014 according to the World Tourism Organization, Europe is the continent with the best performance. The destinations of the Americas and the Caribbean that have currencies depreciated against the US dollar experienced greater demands. In contrast, parts of Africa and the Middle East that have faced civil strife and political instability were the most affected and showed a negative performance.

Among the national results for the sector, data indicate that Brazilian travelers, generally do not want to stop sightseeing, despite the crisis. Despite the slight decline in travel intentions indices, the level remains high. This was due mainly to traveler behavior changes. You may notice, for example, a larger movement in demand for more affordable alternatives, ie, Brazilians are opting for goods and services cheaper time for sightseeing, even if it means losing in the category comfort and lower expectations. At this stage, the most chosen tourist destinations has been the closest and out in front of the means of transport and accommodation which offer more savings.

In São Paulo, despite also feeling the effects of the economic environment - especially because of the crisis hit the industry and services, the basis for strong business tourism in the capital city - the tourist activity showed trending indicators stability, with small variations up or down. To remember that the base year for comparison is 2014, when the city received thousands of tourists more because of the World Cup, the scenario can be seen even more optimistically, as a drop after the peak of visits Year world was expected.

Some of the data that proved positive in the metropolis were handling at airports and calls on the Tourist Information Centers of the city, both driven by domestic tourists. In the more traditional lodging facilities such as hotels, the contents of the year had negative variations compared to 2014. The hostels also have gone through a market adjustment, with openings and closings occurring units in 2015. This adjustment made that occupancy rates had a noncompliant oscillation in the time series of the last four years. Still, you can not say that there was a decline of tourists in all paulistanos lodging facilities, since the real estate holiday rentals had increased and sites like Airbnb have had great growth in the city.

Although milder, the recession will continue in 2016, according to some economists. Thus, tourism in the country should follow the general trends in 2015. When planning a trip, for example, the first factor to be considered by the tourist will remain the offers available in the market, so the price will still be the compass for choice. Other trends will also remain: strengthening domestic tourism; less time spent on site; leaner spending during the trip; purchase cheaper packages with fewer services and additional products; growth of the lodging in the homes of friends or relatives or property rental per season; nearest destinations of origin; and a slight increase in the use of the automobile as a means of transport.

From the determination of these trends, some decisions may be taken by the tourism market in order to offer the aspiring traveler wants. So companies in the sector might consider growing in volume this year, although the profit margin per product or service is a little smaller. In addition, the strategy may include packets with fewer days and married to more economical accommodations media, dissemination at different points such as service stations on the roads, cross-promotion of nearby destinations, clustering to cheapen the services and segmentation.

Another significant trend could be the increase of tourism studies, which intensifies in crisis scenarios and unemployment, as people seek to improve. Thus, those who do good offer courses, conferences and others inviting values will continue to have good looking.

Important also mention the 2016 Olympic Games, which will take place in Rio de Janeiro this summer and should bring many tourists to the state capital. Sao Paulo also stands to benefit because, besides being air hub in the country, the capital city will host some of world football matches. The demand, however, will be more timely, as occurred during the FIFA World Cup Brazil 2014.

The City of Sao Paulo Tourism and Events Observatory works for ten years with data and studies in tourism and events, with thousands of previous studies in these sectors.
More information: observatoriodoturismo.com.br

Credits

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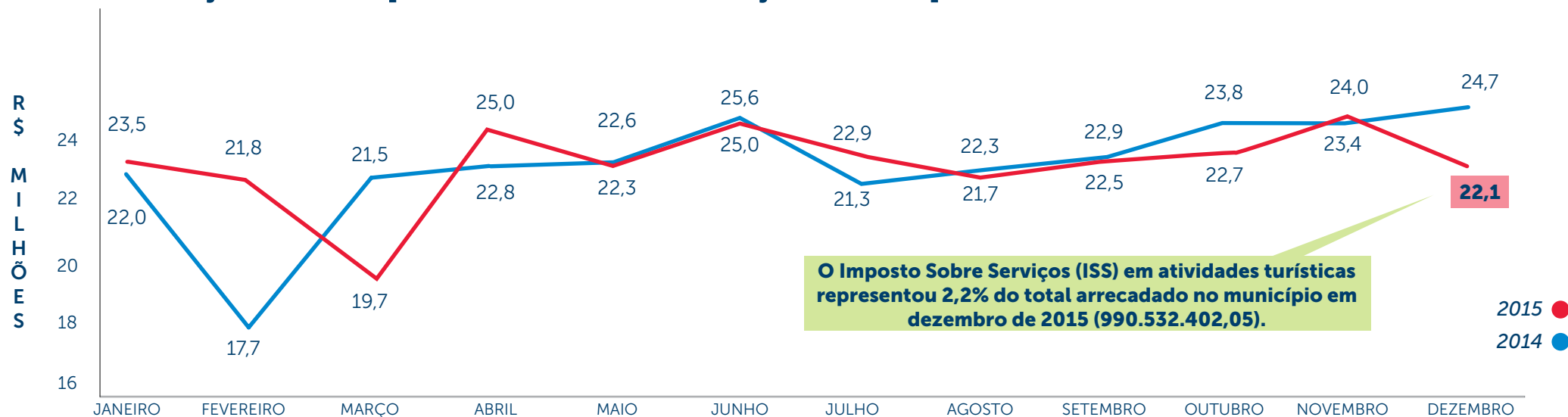


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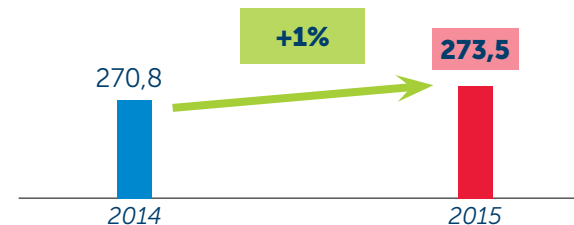
Arrecadação de Impostos Sobre Serviços - Grupo 13 - Turismo - Dezembro/ 2015



DESEMPENHO - DEZ 2014/2015 (R\$ MILHÕES)



DESEMPENHO - 2014/2015 (R\$ MILHÕES)



COMPARATIVO DE ARRECADAÇÃO - 2014/2015 (R\$)

	JANEIRO	FEVEREIRO	MARÇO	ABRIL	MAIO	JUNHO	JULHO	AGOSTO	SETEMBRO	OUTUBRO	NOVEMBRO	DEZEMBRO	TOTAL NO PERÍODO
2014	22.010.221,56	17.697.811,77	21.491.271,80	22.787.986,78	22.619.965,32	25.654.352,79	21.321.591,35	22.328.274,80	22.951.762,54	23.816.119,95	23.428.480,65	24.678.590,92	270.786.430,23
2015	23.539.066,15	21.762.208,38	19.727.771,36	25.015.460,55	22.282.158,09	25.080.323,38	22.914.349,45	21.693.520,11	22.547.815,01	22.768.219,91	24.021.306,01	22.184.954,99	273.537.153,39
Desempenho	+6,9%	+23%	-8,2%	+9,8%	-1,5%	-2,2%	+7,5%	-2,8%	-1,7%	-4,4%	+2,5%	-10,1%	+1%

Fonte: Secretaria Municipal de Finanças, 2015



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DESEMPENHO DOS MEIOS DE HOSPEDAGEM DA CIDADE DE SÃO PAULO

City of São Paulo accommodation supply performance



Dezembro/ December- 2015

TAXA DE OCUPAÇÃO - Hotéis
Occupancy rate - hotels (%) **50,90**

T.O. FINS DE SEMANA - Hotéis
Weekends - hotels (%) **57,18**

TAXA DE OCUPAÇÃO - Hostels
Occupancy rate - hostels (%) **45,85**

DIÁRIA MÉDIA - Hotéis
Average rate - hotels (BRL) **302,22**

D.M. FINS DE SEMANA - Hotéis
Weekends - hotels (BRL) **261,04**

DIÁRIA MÉDIA - Hostels
Average rate - hostels (BRL) **48,24**

DESEMPENHO MENSAL - HOTÉIS / 2015

Montly performance - hotels / 2015

		Jan / jan	Fev / feb	Mar / mar	Abr / apr	Mai / may	Jun / jun	Jul / jul	Ago / aug	Set / sep	Out / oct	Nov / nov	Dez / dec	Med / ave
Ocupação Hoteleira (%) Occupancy rate	Geral General	50,38	52,65	66,10	61,23	66,62	66,41	59,14	71,01	62,89	62,94	66,73	50,90	61,41
	Econômico Economic	50,44	53,96	64,03	60,98	66,88	63,26	65,31	75,22	61,90	62,55	65,39	50,23	61,67
	Midscale Midscale	49,61	53,37	65,82	61,63	67,95	68,42	60,41	69,38	64,01	63,07	67,32	51,41	61,86
	Luxo Luxury	50,57	49,87	69,93	60,01	63,57	66,66	48,66	66,87	59,44	61,46	65,29	53,12	59,62
	Superluxo Superluxury	50,99	46,84	66,77	61,83	66,94	63,15	48,12	67,85	61,87	62,90	65,03	44,18	58,87
Diária Média (BRL) Average daily rate	Geral General	288,87	326,51	320,48	312,87	322,93	323,84	318,31	325,27	319,02	316,69	323,99	302,22	316,75
	Econômico Economic	202,63	208,84	192,43	214,55	205,87	201,97	198,26	195,20	212,59	204,84	207,36	204,74	204,10
	Midscale Midscale	289,75	292,37	299,59	299,64	295,34	297,08	288,68	297,24	292,36	285,49	289,04	279,54	292,17
	Luxo Luxury	398,02	409,94	398,48	394,13	403,56	399,04	406,55	408,64	405,01	390,49	415,76	395,30	402,07
	Superluxo Superluxury	707,93	786,47	657,92	761,76	764,26	692,28	744,62	732,18	683,88	705,00	848,22	772,33	738,07
RevPar* (BRL)	Geral General	143,45	168,88	213,77	192,14	214,36	216,71	179,70	233,85	201,40	199,85	215,19	149,57	194,07
	Econômico Economic	104,35	113,54	125,34	130,68	137,29	130,42	131,60	172,18	132,99	130,47	135,80	104,13	129,06
	Midscale Midscale	142,74	155,84	196,95	184,08	200,48	203,18	172,72	206,11	188,62	179,70	194,71	143,56	180,72
	Luxo Luxury	198,98	203,69	271,94	236,95	253,96	264,51	195,44	271,87	241,23	239,91	270,17	207,56	238,01
	Superluxo Superluxury	348,21	359,68	447,29	484,10	518,53	449,22	348,87	732,18	428,91	445,64	548,26	320,81	452,64

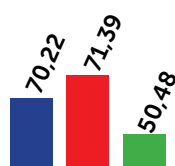
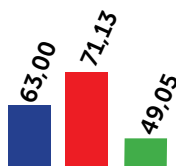
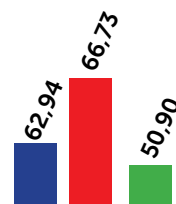
*Receita por apartamento disponível / Revenue per available apartment

DESEMPENHO 2005/2015 - HOTÉIS
2005/2015 performance - Hotels

		2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	
Ocupação Hoteleira Occupancy rate	JAN/jan	45,05	56,27	56,38	53,83	51,56	54,27	56,76	53,14	52,96	50,75	50,38	
	FEV/feb	46,85	58,86	61,96	59,3	48,95	57,76	69,1	57,33	58,88	62,98	52,65	
	MAR/mar	57,93	63,69	69,81	69,1	66,41	74,12	67,55	73,56	70,98	63,96	66,10	
	ABR/abr	59,35	63,42	67,39	70,31	54,87	70,1	72,88	67,35	71,94	66,58	61,23	
	MAI/may	57,99	64,61	69,33	70,02	62,39	73,33	74,7	72,65	67,85	75,00	66,62	
	JUN/jun	62,75	62,67	67,57	74,75	65,95	67,98	74,97	70,04	70,15	61,14	66,41	
	JUL/jul	62,1	67,72	66,54	68,21	62,72	67,71	66,11	65,11	64,18	63,10	59,14	
	AGO/aug	64,33	70,12	69,44	71,55	65,79	75,11	75,37	71,35	68,09	69,92	71,01	
	SET/sep	68,54	64,96	66,86	76,56	64,56	72,9	70,56	68,17	69,43	69,07	62,89	
	OUT/oct	63,45	78,21	75,21	70,96	70,30	74,8	72,44	70,63	70,22	63,00	62,94	
	NOV/nov	64,28	65,51	67,57	71,99	70,29	71,6	75,57	69,97	71,39	71,13	66,73	
	DEZ/dec	52,12	60,84	65,93	51,17	52,66	60,1	55,47	52,26	50,48	49,05	50,90	
	TOTAL	58,73	64,74	67,00	67,31	61,37	68,32	69,29	65,99	65,55	63,81	61,41	
Diária Média Average daily rate	JAN/jan	144,41	138,56	146,93	169,89	181,15	198,81	218,10	257,83	288,60	307,97	288,87	
	FEV/feb	133,50	136,12	150,32	170,93	190,94	197,46	220,56	271,05	308,81	311,21	326,51	
	MAR/mar	131,98	139,09	168,19	178,06	205,39	197,81	233,53	296,32	316,46	324,99	320,48	
	ABR/abr	144,58	138,86	165,75	166,99	194,61	207,65	237,00	298,89	322,60	338,04	312,87	
	MAI/may	185,00	140,45	155,83	175,6	199,76	200,17	236,96	316,66	309,89	313,53	322,93	
	JUN/jun	139,08	128,80	148,28	178,17	210,71	205,08	246,26	306,49	313,29	398,18	323,84	
	JUL/jul	146,27	136,02	161,26	173,43	195,82	202,29	246,18	298,61	303,54	361,04	318,31	
	AGO/aug	138,21	140,37	166,99	169,56	199,12	202,81	235,05	305,08	303,38	325,53	325,27	
	SET/sep	146,12	137,28	154,06	185,31	187,13	207,26	247,48	297,74	317,41	325,91	319,02	
	OUT/oct	123,62	156,73	168,93	188,78	208,58	205,43	251,80	303,02	321,36	312,39	316,69	
	NOV/nov	141,02	139,70	161,94	184,53	189,82	202,11	269,04	309,40	332,49	334,24	323,99	
	DEZ/dec	134,73	137,43	160,22	176,89	190,52	200,49	242,06	281,24	307,43	279,56	302,22	
	TOTAL	142,38	139,12	159,06	176,51	196,13	202,28	240,34	295,19	312,11	327,72	316,75	

VARIAÇÃO DA OCUPAÇÃO 2014/2015
Occupancy growth 2014/2015
VARIAÇÃO ANUAL DA DIÁRIA MÉDIA 2014/2015
Daily rate growth 2014/2015
Dezembro/December +3,8%
Dezembro/December +8,1%
TOTAL/ANO 2014 -2,63%
TOTAL/ANO 2015 -3,6%
COMPARATIVOS POR PERÍODO (%) - HOTÉIS - 2013 / 2015
Comparative analysis (%) - hotels - 2013 / 2015

■ Out/ oct ■ Nov/ nov ■ Dez/ dec


2013

2014

2015

DESEMPENHO MENSAL - HOSTELS / 2015							Montly performance - Hotels / 2015							
	Jan / jan	Fev / feb	Mar / mar	Abr / apr	Mai / may	Jun / jun	Jul / jul	Ago / aug	Set / sep	Out / oct	Nov / nov	Dez / dec	Med / ave	
Ocupação(%) Occupancy rate	51,71	38,70	51,43	48,99	48,34	38,42	56,44	48,98	49,12	44,68	52,39	45,85	47,92	
Diária Média (BRL) Average daily rate	56,12	54,18	54,25	50,74	51,16	49,15	49,70	52,76	51,41	54,52	53,99	48,24	52,18	

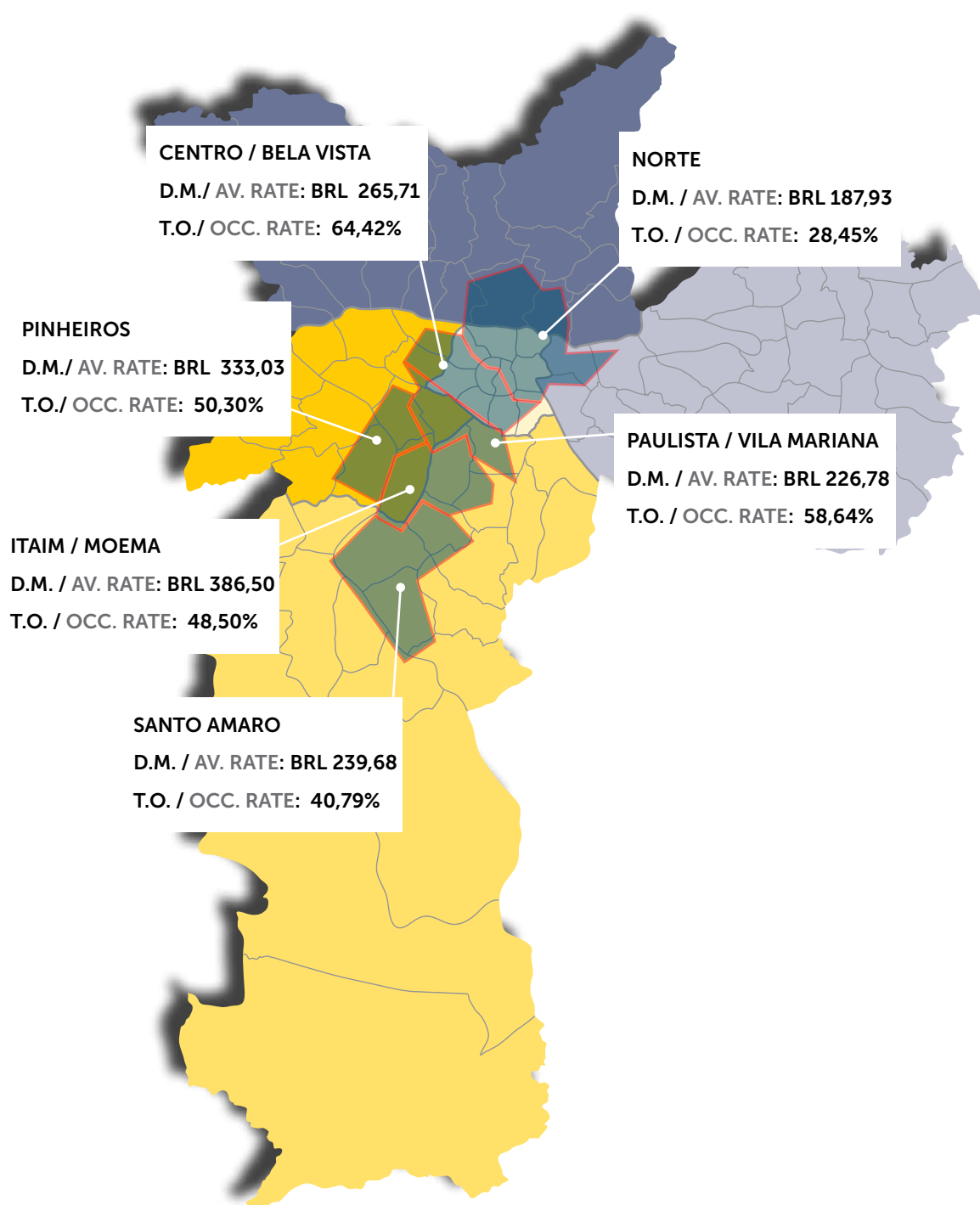
DESEMPENHO 2011/2015 - HOSTELS	2011/2015 Performance- Hostels
--------------------------------	--------------------------------

		2011	2012	2013	2014	2015	
Ocupação Hoteleira Occupancy rate	JAN/jan	71,73	71,74	61,01	50,88	51,71	
	FEV/feb	76,28	76,09	57,42	54,27	38,70	
	MAR/mar	74,13	69,28	55,78	47,79	51,43	
	ABR/abr	64,13	67,56	50,01	53,31	48,99	
	MAI/may	53,18	55,88	50,08	53,98	48,34	
	JUN/jun	57,96	54,74	49,07	62,58	38,42	
	JUL/jul	74,49	66,15	57,49	56,15	56,44	
	AGO/aug	66,28	56,28	49,16	51,15	48,98	
	SET/sep	51,19	60,47	45,09	46,36	49,12	
	OUT/oct	58,78	55,25	47,91	44,28	44,68	
	NOV/nov	62,49	52,00	49,68	56,49	52,39	
	DEZ/dec	59,67	49,58	39,59	43,28	45,85	
	TOTAL	64,18	61,25	51,02	51,71	47,92	
Diária Média Average daily rate	JAN/jan	39,46	43,93	45,51	49,04	56,12	
	FEV/feb	45,35	40,62	51,58	48,15	54,18	
	MAR/mar	57,36	39,85	47,62	51,06	54,25	
	ABR/abr	37,97	46,90	44,17	52,07	50,74	
	MAI/may	39,26	44,80	48,04	57,46	51,16	
	JUN/jun	39,76	40,60	46,28	87,33	49,15	
	JUL/jul	39,90	44,11	44,67	69,45	49,70	
	AGO/aug	31,14	43,50	48,06	49,01	52,76	
	SET/sep	40,32	44,36	47,56	49,97	51,41	
	OUT/oct	45,10	42,97	48,41	47,03	54,52	
	NOV/nov	42,16	43,90	46,23	51,93	53,99	
	DEZ/dec	45,32	41,17	42,71	50,93	48,24	
	TOTAL	41,92	43,06	46,74	55,29	52,18	

VARIAÇÃO DA OCUPAÇÃO 2014/2015 Occupancy growth 2014/2015		VARIAÇÃO ANUAL DA DIÁRIA MÉDIA 2014/2015 Daily rate growth 2014/2015	
DEZEMBRO/DECEMBER	+5,9%	DEZEMBRO/DECEMBER	-5,3%
TOTAL/ANO 2014	-7,32%	TOTAL/ANO 2015	-5,62%

DESEMPENHO REGIONAL - HOTÉIS - Dezembro / 2015

Region performance - December / 2015



	E	M	L	SL
NORTE / NORTH	28,45	-	-	-
SUL / SOUTH	51,41	40,03	-	-
CENTRO / DOWNTONW	50,75	56,77	77,36	-
LESTE / EAST	-	-	-	-
OESTE / WEST	54,56	52,49	49,08	41,15

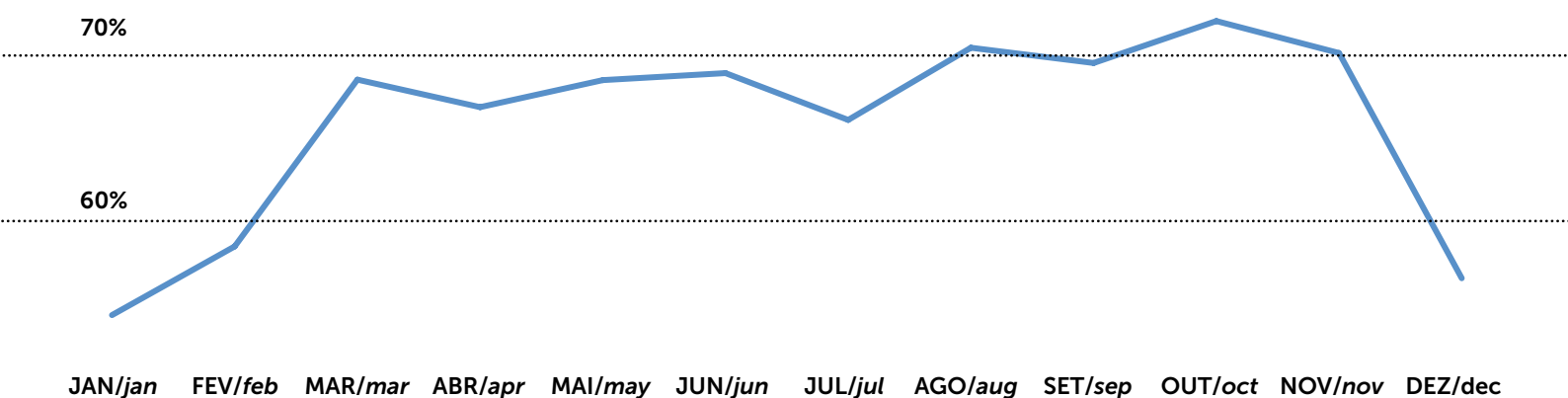
D.M. = Diária Média; T.O. = Taxa de Ocupação Média
E - Econômico; M - Midscale; L - Luxo; SL - Super Luxo

AV. RATE = Average Daily Rate; OCC. RATE = Occupancy rate
E - Economic; M - Midscale; L - Luxury; SL - Super Luxury

* Sem dados suficientes para divulgação

FINAIS DE SEMANA - HOTÉIS
Weekends - hotels

		2012	2013	2014	2015	
Ocupação Hoteleira Occupancy rate	JAN/jan	44,07	42,05	41,93	42,38	
	FEV/feb	45,74	47,35	52,45	44,83	
	MAR/mar	58,76	59,92	56,92	57,97	
	ABR/abr	56,48	59,88	59,17	52,36	
	MAI/may	56,82	57,66	66,05	55,33	
	JUN/jun	59,27	58,19	53,97	61,41	
	JUL/jul	55,29	54,73	51,79	53,95	
	AGO/aug	55,91	55,88	61,06	59,83	
	SET/sep	59,08	60,49	61,17	54,37	
	OUT/oct	58,16	60,36	56,56	54,69	
	NOV/nov	61,76	63,52	64,48	63,85	
	DEZ/dec	44,84	44,16	45,24	57,18	
	TOTAL	54,68	55,35	55,90	54,84	
Diária Média Average daily rate	JAN/jan	257,29	266,86	269,95	267,90	
	FEV/feb	255,11	278,87	273,78	290,45	
	MAR/mar	288,07	282,64	285,38	276,41	
	ABR/abr	280,54	291,16	318,67	278,03	
	MAI/may	295,53	280,45	266,06	277,13	
	JUN/jun	287,73	286,24	358,98	290,81	
	JUL/jul	271,52	286,71	329,58	284,62	
	AGO/aug	285,56	280,22	287,69	295,87	
	SET/sep	280,89	287,04	285,10	271,48	
	OUT/oct	274,16	287,40	278,98	261,66	
	NOV/nov	305,26	314,59	306,05	286,39	
	DEZ/dec	253,64	283,24	247,98	261,04	
	TOTAL	277,94	285,45	292,35	278,48	

SAZONALIDADE MÉDIA HOTELEIRA - 2005/2015
Average hotel season- 2005/2015


Hotéis participantes / *participant hotels*

155 hotel	Mercure São Paulo Pinheiros	Transamérica Executive Faria Lima
Augusta Boulevard Hotel	Mercure São Paulo Ibirapuera	Transamérica Executive Perdizes
Blue Tree Premium Faria Lima	Mercure São Paulo Moema	Transamérica Executive The Advance
Blue Tree Premium Morumbi	Mercure São Paulo Paulista	Transamérica Executive The Special
Blue Tree Premium Paulista	Novotel São Paulo Center Norte	Transamérica Prime International Plaza
Bê Hotel	Novotel São Paulo Morumbi	Transamérica Prime Paradise Garden
Braslian Smaltown	Paulista Flat	Transamérica Opera Five Stars
Bourbon Convention Ibirapuera	Paulista Garden hotel	Tryp Itaim
Central Park Jardins	Prodigy Grand Hotel & Suites Berrini - São Paulo	Tryp Nações Unidas
Comfort Ibirapuera	Quality Faria Lima	Tryp Berrini
Comfort Nova Paulista	Quality Jardins	Tryp Tatuapé
Comfort Suites Oscar Freire	Quality Moema	Tryp Jesuino Arruda
Comfort Downtown	Quality Suites Imperial Hall	Trianon Paulista Hotel
Cardim Plaza Hotel	Quality Suites Long Stay Bela Cintra	Turiassu Hotel
Clarion Faria Lima	Quality Suites Long Stay Vila Olímpia	Vila Rosa Hotel
Eliotte Itaim	Residencia Alameda Apart Hotel	
Eliotte Jardins	Radisson Faria Lima	
Estação Paraíso	Radisson Vila Olímpia	
Fortune Residence	Regent Park Suite Hotel	
Feller Avenida Paulista	Santana Gold Flat	
George V Alto de Pinheiros	San Juan Business São Paulo	
George V Casa Branca	Santa Monica	
Golden Tower São Paulo Hotel	Staybridge Suites São Paulo	
Grand Hyatt São Paulo	Sheraton São Paulo	
Go Inn Jaguaré	Travel Inn The World	
Holiday in Express	The Park Hall Service	
Ibis São Paulo Morumbi	The Landmark Residence Hotel	
Ibis São Paulo Expo	Tivoli São Paulo Mofarrej	
Intercity Premium Itaim Bibi	Transamérica Classic Higienópolis	
Le Premier Suites	Transamérica Classic La Residence	
Maraba Palace hotel	Transamérica Executive 21st Century	
Mercure São Paulo Pamplona	Transamérica Executive Chácara Santo Antônio	
Mercure São Paulo Nações Unidas	Transamérica Executive Congonhas	
Mercure São Paulo Privilege		
Mercure São Paulo Vila Olímpia		

UHs participantes: 16.115

Participant rooms: 16.115

Hostels participantes / *participant hostels*

Anhembi Hostel	The Hostel Paulista
Alice Hostel	The Hostel Vila Mariana
Bella Paulista Hostel	Vila Rock Hostel
Did's Hostel	
Garoa Hostel	
Giramondo Hostel	
Global Hostel	
Jardim São Paulo	
Mama Brasil	
Sampa Hostel	
Traipu Eco Hostel	

Leitos participantes: 445

Participant beds: 445

OBSERVATÓRIO DE TURISMO E EVENTOS DA CIDADE DE SÃO PAULO

Chefe de Equipe/ *Team Leader* : Fábio Montanheiro

Analista Técnica/ *Technical Analyst*: Andrezza Serra

Estagiários/ *Interns*: Disney Batista, Lais Silva e/and Raquel Azevedo

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www.observatoriodoturismo.com.br



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FOTO/ PHOTO: DUDA BARROS, 2014

OBSERVATÓRIO DE TURISMO E EVENTOS DA CIDADE DE SÃO PAULO PERFIL DE PÚBLICO - 2014 GRANDE PRÊMIO BRASIL DE FÓRMULA 1™

CITY OF SÃO PAULO TOURISM AND EVENTS OBSERVATORY
F1™ BRAZILIAN GRAN PRIX - AUDIENCE PROFILE - 2014

FOTO/ PHOTO: BETO ISSA, 2014

INTRODUÇÃO | INTRODUCTION

A São Paulo Turismo (SPTuris), em parceria com os organizadores do Grande Prêmio Brasil de Fórmula 1™, realizou uma pesquisa exploratória junto ao público que esteve presente no Autódromo de Interlagos, na cidade de São Paulo, nos dias 8 e 9 de novembro de 2014. O Observatório de Turismo da Cidade de São Paulo entrevistou 1.045 participantes do evento, procedentes de 24 países e 291 cidades.

A abordagem em campo, distinta por setores, foi realizada por 16 pesquisadores profissionais, com questionário específico, tendo por objetivo uma coleta de informações focada no perfil sócio-demográfico dos residentes e turistas, brasileiros e estrangeiros, além de outros aspectos referentes à avaliação do evento e da cidade.

São Paulo Turismo (SPTuris), in partnership with the organizers of the Formula 1™ Brazilian Grand Prix, conducted an exploratory research with the public who attended the Interlagos Circuit, in São Paulo, on 8th and 9th November 2014. The Observatory of Tourism of the City of São Paulo interviewed 1,045 event participants, coming from 24 countries and 291 cities.

The approach, distinguished by sectors, was performed by 16 professional researchers, with an specific questionnaire, aiming to compile information focused on the demographic profile of residents and tourists, Brazilian and foreign, as well as other aspects related to the evaluation of event and the city.

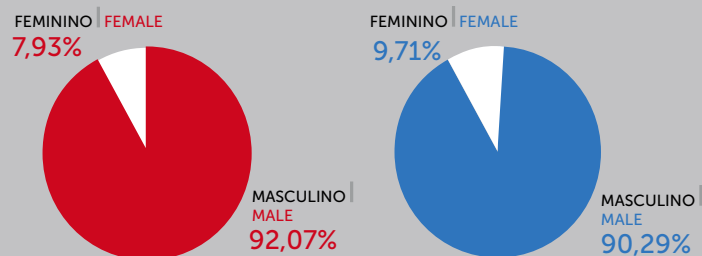


FOTO/ PHOTO: BETO ISSA, 2014

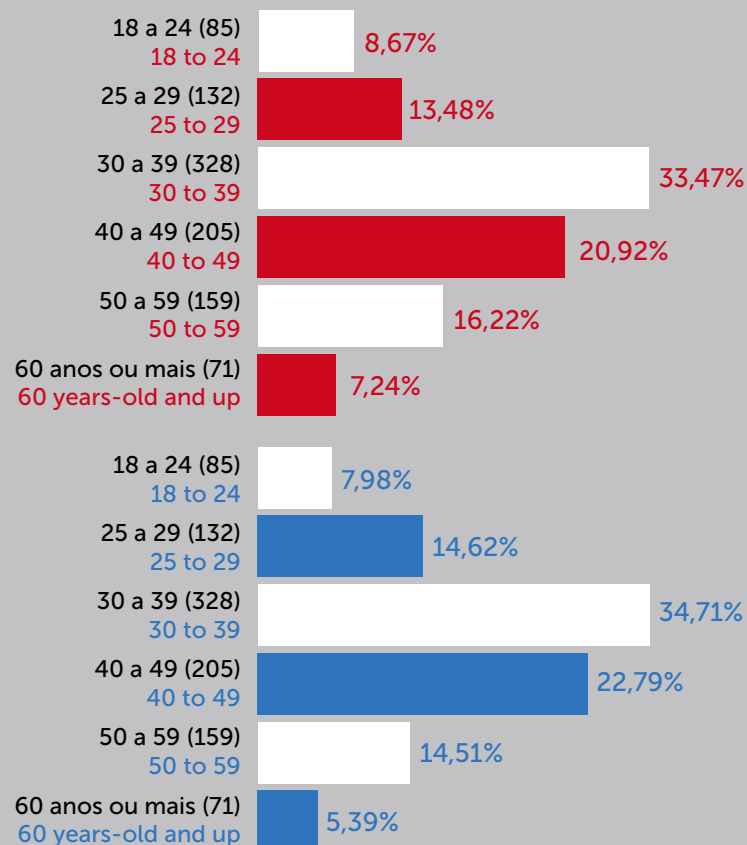
PERFIL GERAL DE PÚBLICO | AUDIENCE GENERAL PROFILE

2013 2014

GÊNERO | GENDER



FAIXA ETÁRIA | AGE GROUP



GRAU DE INSTRUÇÃO | LEVEL OF EDUCATION

Item Item	
Básico Basic	0,61%
Fundamental Elementary	3,69%
Médio Secondary	13,99%
Superior Incompleto Incomplete Higher Education	12,87%
Superior Completo Graduated	51,58%
Pós-Graduação Post Graduated	17,26%

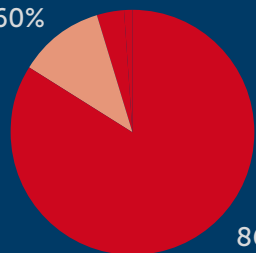
Item Item	
Básico Basic	0,87%
Fundamental Elementary	0,47%
Médio Secondary	13,08%
Superior Incompleto Incomplete Higher Education	13,08%
Superior Completo Graduated	48,75%
Pós-Graduação Post Graduated	23,75%

PRINCIPAIS PAÍSES DE RESIDÊNCIA | MAIN COUNTRY OF RESIDENCE

2013 2014

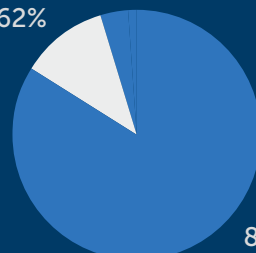


ESTRANGEIROS | FOREIGNERS
13,60%



86,40%
BRASILEIROS | BRAZILIANS

ESTRANGEIROS | FOREIGNERS
15,62%



84,38%
BRASILEIROS | BRAZILIANS

18 PAÍSES | COUNTRIES

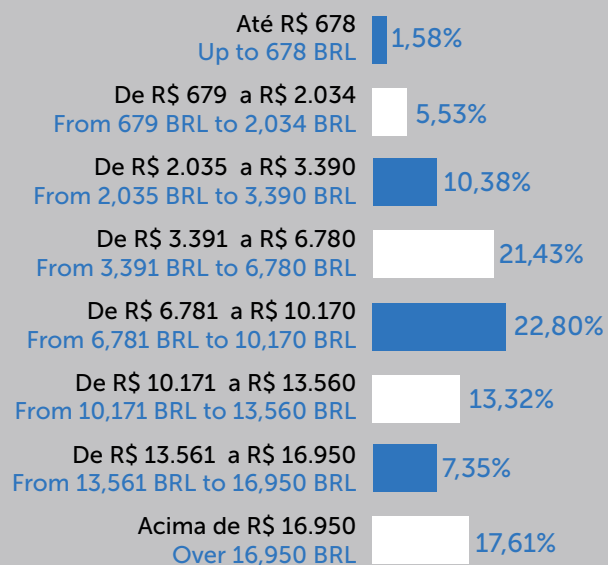
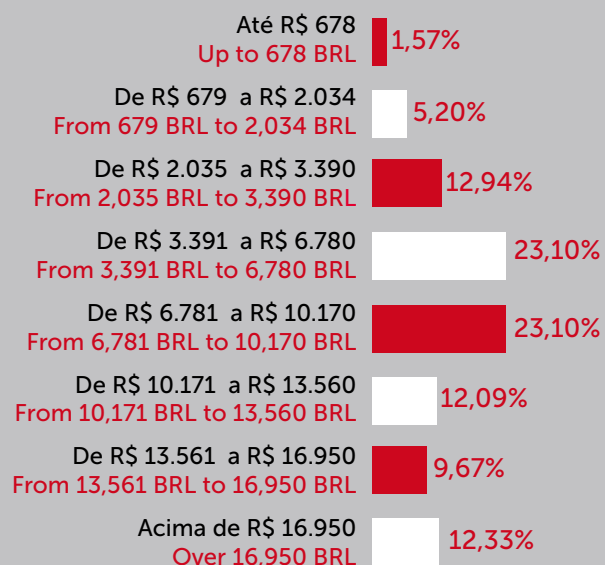
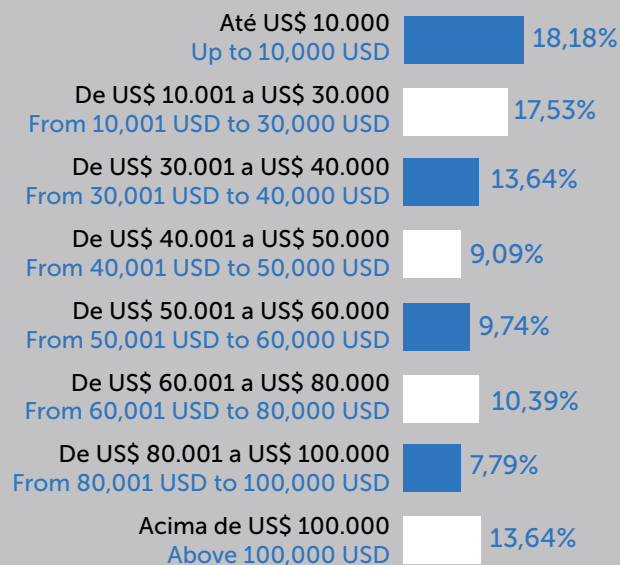
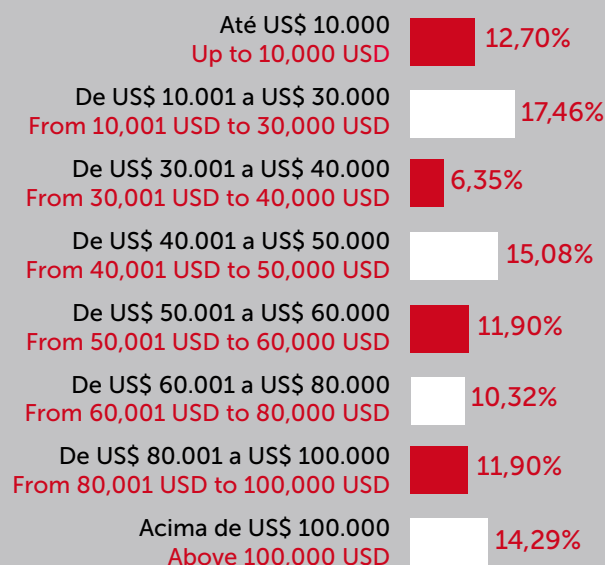
24 PAÍSES | COUNTRIES

PRINCIPAIS CIDADES | MAIN CITIES OF RESIDENCE

Item Item	
Cidade de São Paulo City of São Paulo	20,70%
São Paulo Região Metropolitana São Paulo Metropolitan Region	6,83%
São Paulo Interior São Paulo Country Side	17,21%
Brasília	2,79%
Rio de Janeiro	2,83%
Belo Horizonte	2,73%
Curitiba	2,61%
Goiânia	2,19%
Buenos Aires	1,73%
Outras cidades - Brasil Other cities - Brazil	27,17%
Outras cidades - exterior Other foreign cities	13,80%

2013

2014

RENDIA FAMILIAR/ BRASILEIROS |
FAMILY INCOME/ BRAZILIANSRENDIA FAMILIAR ANUAL/ ESTRANGEIROS |
YEAR FAMILY INCOME/ FOREIGNERS

OCUPAÇÃO | OCCUPATION

Categoria Category	%
Assalariado Employee	40,45%
Funcionário Público Public Servant	9,16%
Profissional Liberal Liberal Professional	8,96%
Autônomo Self-Employed	10,90%
Estudante Student	5,70%
Empresário Entrepreneur	20,45%
Aposentado/ Pensionista Retired/ Living on Allowance	3,77%
Desempregado Unemployed	0,61%

Categoria Category	%
Assalariado Employee	38,15%
Funcionário Público Public Servant	11,63%
Profissional Liberal Liberal Professional	9,59%
Autônomo Self-Employed	13,54%
Estudante Student	3,95%
Empresário Entrepreneur	18,73%
Aposentado/ Pensionista Retired/ Living on Allowance	3,39%
Desempregado Unemployed	1,02%

MEIO DE TRANSPORTE PARA CHEGAR AO GP BRASIL DE F1™ | TRANSPORTATION USED TO ARRIVE AT F1™ BRAZILIAN GRAN PRIX*

2013 2014

Categoria Category	%
Carro Car	34,74%
Ônibus Bus	29,45%
Táxi Taxi	7,89%
Metrô Metro	4,5%
Trem Train	20,57%
A pé Walking	1,43%
Outros Other	1,42%

Categoria Category	%
Carro Car	39,65%
Ônibus Bus	26,78%
Táxi Taxi	7,12%
Metrô Metro	5,80%
Trem Train	18,49%
A pé Walking	1,04%
Outros Other	1,12%

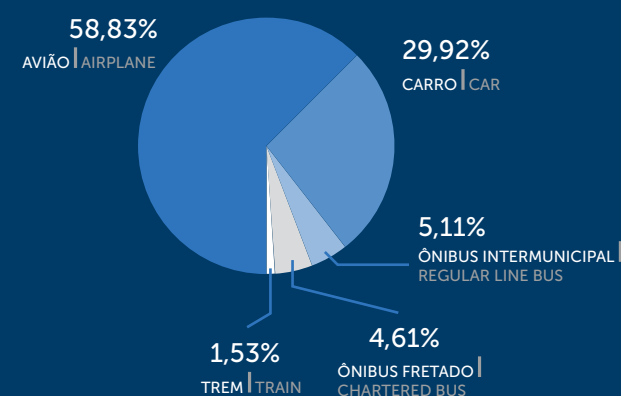
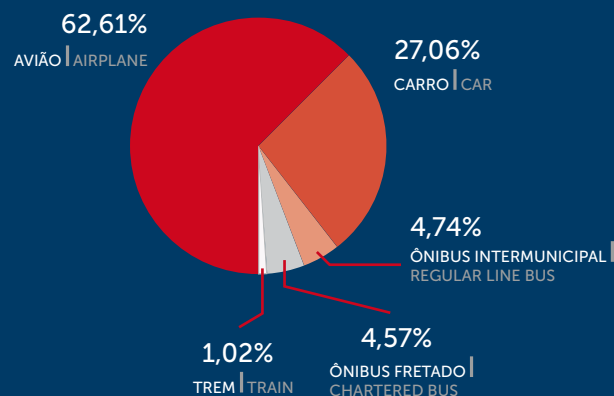
ATIVIDADES REALIZADAS POR TURISTAS EM SÃO PAULO ALÉM DO GP BRASIL DE FÓRMULA 1™ | TOURIST ACTIVITIES IN THE CITY OF SÃO PAULO BEYOND F1™ BRAZILIAN GRAN PRIX*

Categoria Category	%
Gastronomia Gastronomy	16,09%
Compras Personal Shopping	19,14%
Vida Noturna/ Bares Nightlife/ Bars	12,42%
Teatro/ Cinema/ Shows Theater/ Movies/ Shows	7,13%
Visita à Parentes e Amigos Visiting friends or relatives	7,13%
Museus Museus	4,38%
Negócios/ Eventos Business/ Events	7,64%
Passeios Turísticos Touristic Tours	7,94%
Parques e Áreas Verdes Parks and Green Areas	2,75%
Outros Other	0,61%

Categoria Category	%
Gastronomia Gastronomy	25,53%
Compras Personal Shopping	18,93%
Vida Noturna/ Bares Nightlife/ Bars	14,02%
Teatro/ Cinema/ Shows Theater/ Movies/ Shows	7,13%
Visita à Parentes e Amigos Visiting friends or relatives	5,37%
Museus Museus	3,11%
Negócios/ Eventos Business/ Events	8,12%
Passeios Turísticos Touristic Tours	7,73%
Parques e Áreas Verdes Parks and Green Areas	2,88%
Outros Other	11,23%

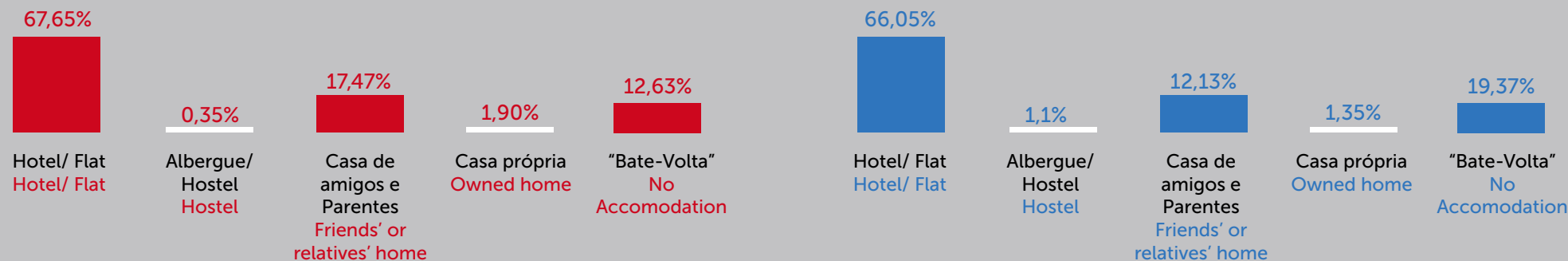
*múltiplas respostas/ multiple responses

COMO CHEGOU À CIDADE DE SÃO PAULO? | HOW DID YOU ARRIVE IN THE CITY OF SÃO PAULO?



2013 2014

ONDE ESTÁ HOSPEDADO? | WHERE ARE YOU STAYING?



PERMANÊNCIA MÉDIA NA CIDADE/ BRASILEIROS | AVERAGE STAY IN THE CITY/ BRAZILIANS

2,34 DIAS/ DAYS 2,67 DIAS/ DAYS

GASTO MÉDIO NA CIDADE/ BRASILEIROS | AVERAGE SPENT IN THE CITY/ BRAZILIANS

2.444 BRL 2.628 BRL

PERMANÊNCIA MÉDIA NA CIDADE/ ESTRANGEIROS | AVERAGE STAY IN THE CITY/ FOREIGNERS

3,58 DIAS/ DAYS 3,83 DIAS/ DAYS

GASTO MÉDIO NA CIDADE/ ESTRANGEIROS | AVERAGE SPENT IN THE CITY/ FOREIGNERS

1.760 USD 2.459 USD

Os brasileiros entrevistados (84,38%), excluídos os residentes em São Paulo e região metropolitana (27,53%), confirmaram uma permanência na cidade equivalente a 2,67 dias, em média, com gastos de R\$ 2.628 no período. Por sua vez, os estrangeiros permaneceram 3,83 dias e gastaram US\$ 2.459, incluindo hospedagem, alimentação, compras, lazer e transporte na cidade.

O item: "gastronomia", além do próprio evento F1, é a atividade preferida pelos turistas pesquisados (25,53%), seguida por "compras (18,93%), e "vida noturna/bares" (14,02%), entre outras.

O principal meio de transporte para a chegada em São Paulo foi o avião (58,83%). Assim como em 2013, a maioria dos turistas optou por hospedar-se em hotéis (66,05%).

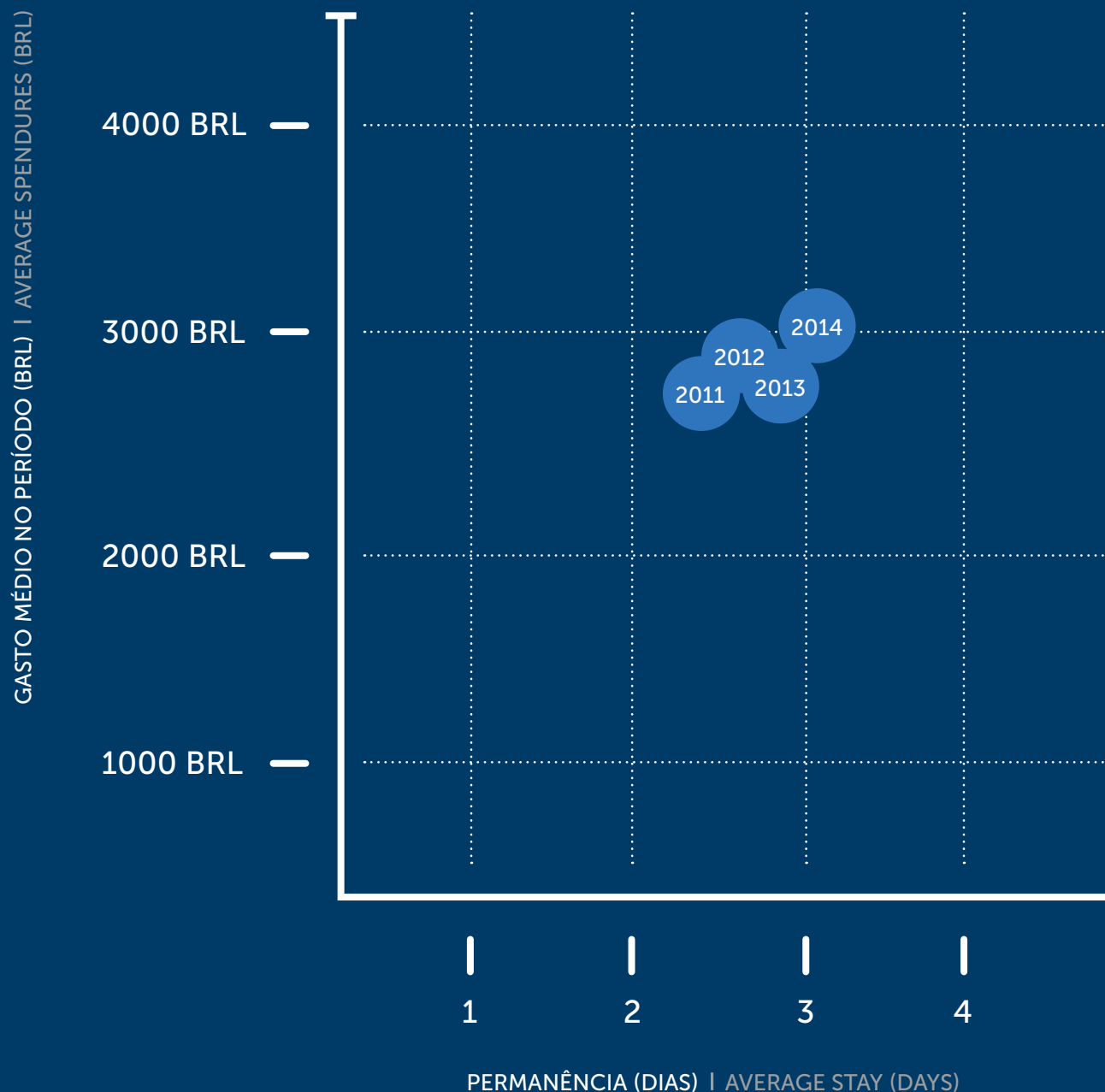
Brazilian respondents (84.38%), excluding all residents in São Paulo and metropolitan region (27.53%), confirmed a stay in the city equivalent to 2.67 days on average, with expenses of 2,628 BRL in the period. Also, foreigners remained 3.83 days and spent 2,459 USD, including lodging, food, shopping, entertainment and transportation in the city.

The item, "gastronomy", besides the F1 event itself, is the favorite activity for tourists surveyed (25.53%), followed by "shopping" (18.93%), and "nightlife / bars" (14.02%), among others.

The main means of transport for the arrival in São Paulo was the airplane (58.83%). As in 2013, most tourists chose to stay at hotels (66.05%).



MAPA: GASTO E PERMANÊNCIA DOS TURISTAS ENTRE 2011/ 2014 |
 MAP: TOURISTS STAY AND SPENDURES: 2011/2014



Em 2014, o impacto econômico com turismo gerado pela F1 superou os R\$ 260 milhões de 2013.

O Observatório de Turismo e Eventos estima que em 2014 a movimentação econômica com o turismo gerado pelo evento cresceu 13,4%, atingindo R\$ 296 milhões e consolidando a F1 como maior evento anual em movimentação econômica com turismo da cidade de São Paulo.

O perfil sócio-demográfico e hábitos dos turistas presentes no evento permanece tecnicamente semelhante ao registrado nos anos de 2012 e 2013. Em termos mercadológicos, portanto, o GP Brasil de F1™ não sofre com impactos econômicos externos, comprovados pelo crescimento do público em relação à 2013, bem como o aumento de gastos e permanência dos turistas na cidade de São Paulo.

In 2014, the economic impact on tourism generated by F1™ Gran Prix exceeded 260 million BRL in 2013.

The Tourism and Events Observatory estimated that in 2014 the economic drive to tourism generated by the event grew 13.4% to 296 million BRL and consolidated the F1™ Gran Prix as a major annual event in economic impact on tourism in the city of São Paulo.

The socio-demographic profile and habits of tourists present at the event remains technically the same that was recorded in the years 2012 and 2013. In marketing terms, so the Brazil F1™ Gran Prix does not suffer from external economic impacts, proven by the public in relation to growth 2013 as well as increased spending and stay of tourists in the city of São Paulo.



Créditos | Credits

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São Paulo Turismo

Presidente/ Secretário Especial para Assuntos do Turismo | *CEO/ Secretary of Tourism Affairs*: Wilson Poit
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Agradecimentos especiais | *Special thanks*: INTERPUB/ Grande Prêmio Brasil de Fórmula 1

Elaborado pela Equipe Técnica do Observatório de Turismo e Eventos da Cidade de São Paulo
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FOTO/ PHOTO: DUDA BARROS, 2014

FOTO/ PHOTO: BETO ISSA, 2014

LOLLAPALOOZA BRASIL 2015

PERFIL DO PÚBLICO DO EVENTO

LOLLAPALOOZA BRAZIL 2015 - EVENT AUDIENCE PROFILE



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Foto/ Photo: Marcelo Iha, 2015

O Observatório de Turismo e Eventos da Cidade de São Paulo, núcleo de estudos e pesquisas da SPTuris realizou uma pesquisa para identificar o perfil do público do Lollapalooza Brasil 2015, realizado em março no Autódromo de Interlagos.

Foram entrevistadas 1.011 pessoas nos dois dias de evento, no período das 13 às 21 horas, em diversos pontos espalhados por toda a área aberta ao público do Lollapalooza.

Os dados coletados possibilitaram um cálculo de impacto econômico do evento para o turismo paulistano: os visitantes, que representaram mais de 52% do público, foram responsáveis por R\$ 93 milhões em movimentação econômica com gastos na cidade em hospedagem, alimentação lazer e outros.

Alguns dias antes do festival, vários hostels da cidade estavam com reservas esgotadas para o festival. A taxa de ocupação média para estes meios de hospedagem chegou a 95,5% para o final de semana do evento.

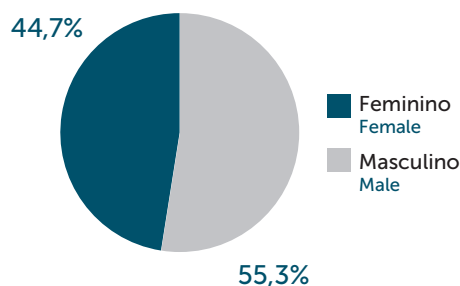
The Observatory of Tourism and Events of the City of São Paulo, tourism studies and research department of SPTuris held in February a survey about Carnival in São Paulo, including interviews with revelers in the Anhembi Sambadrome and several street party blocks around the city, economic data research and monitoring of posts in social media.

Interviews with revelers had as its main focus the socio-demographic characteristics and consumption habits of tourists during Carnival, and a review of the event, both on the streets and in the Sambadrome.

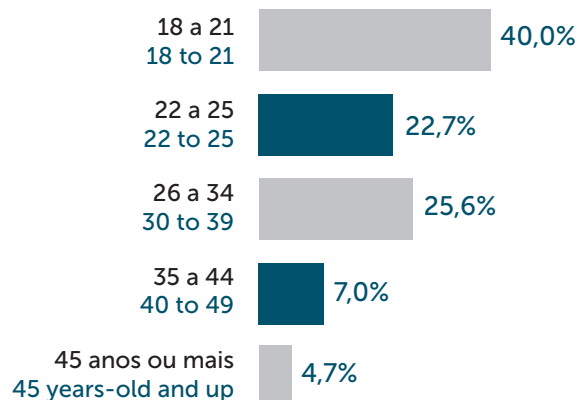
The data collected indicate a growth in the number of domestic tourists in this Carnival: about 22%. Speaking of foreign visitors, the increase was even higher: 73%. Most came from the United States, Great Britain, Colombia and Japan. The average spending of tourists also increased from 762 BRL in 2014 to 795 BRL in 2015, an increase of 4.3%.

PERFIL GERAL GENERAL PROFILE

GÊNERO | GENDER



FAIXA ETÁRIA* | AGE GROUP



*Somente público entrevistado.

Entrada de menores de 18 anos permitida/
Only interviewed audience. Entrance allowed to minors.

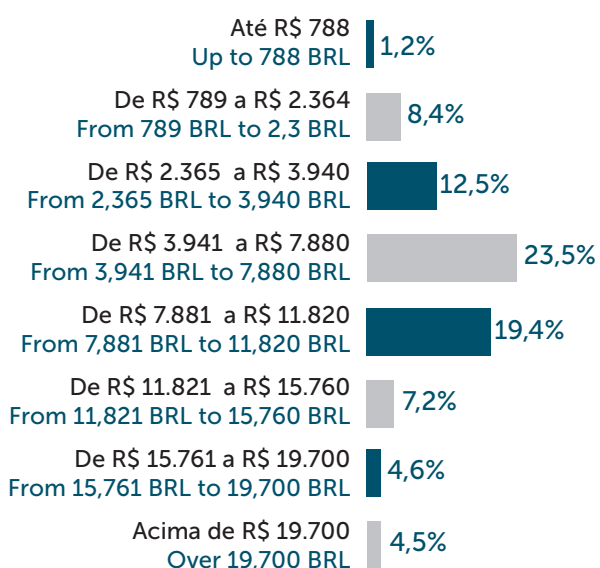
ESTADO DE RESIDÊNCIA | STATE OF RESIDENCE

Estado State	%
São Paulo São Paulo	70,9%
Rio de Janeiro Rio de Janeiro	6,3%
Paraná Paraná	4,5%
Santa Catarina Santa Catarina	3,4%
Minas Gerais Mnas Gerais	2,8%
Distrito Federal Distrito Federal	2,6%
Outros estados Other states	9,7%

CIDADE DE RESIDÊNCIA | CITY OF RESIDENCE

Cidade City	%
São Paulo São Paulo	47,8%
Rio de Janeiro Rio de Janeiro	4,7%
Campinas Campinas	3,0%
Curitiba Curitiba	2,6%
São Bernardo do Campo São Bernardo do Campo	2,5%
Outras cidades Other cities	39,4%

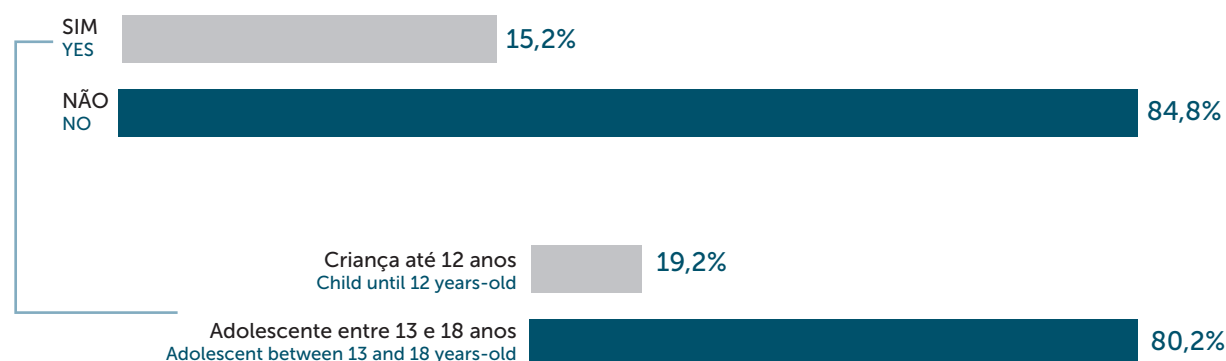
RENDA FAMILIAR | FAMILY INCOME



OCUPAÇÃO | OCCUPATION

Categoria Category	%
Fundamental Elementary	0,4%
Médio High school	18,4%
Superior Incompleto Higher education incomplete	36,9%
Superior Completo Graduated	36,0%
Pós-graduação Post-graduated	7,8%
Sem instrução No education	0,5%

VEIO AO EVENTO ACOMPANHADO DE CRIANÇA OU ADOLESCENTE MENOR DE 18 ANOS? DID YOU COME TO THE EVENT WITH A CHILD OR SOMEONE UNDER 18?



TURISTAS TOURISTS

ONDE ESTÁ HOSPEDADO? | WHERE ARE YOU STAYING?

Categoria Category	%
Hotel/ Flat Hotel/ Flat	32,2%
Hostel/ Albergue Hostel	3,1%
Casa de Amigos e Parentes Friends' or Relatives' home	22,9%
Casa Própria Owned home	2,5%
"bate-volta" No accomodation	38,3%

JÁ VEIO A SÃO PAULO PARA ASSISTIR A OUTROS FESTIVAIS OU EVENTOS MÚSICAIS? | DID YOU COME TO SÃO PAULO TO WATCH FESTIVALS OR MUSIC EVENTS?

Categoria Category	%
Sim Yes	54,5%
Não No	45,5%

APROVEITOU A VINDA PARA O FESTIVAL LOLLAPALOOZA PARA FREQUENTAR A VIDA NOTURNA DE SÃO PAULO? | DID YOU TOOK SOME TIME TO ENJOY THE NIGHTLIFE IN SÃO PAULO?

Categoria Category	%
Sim Yes	73,2%
Não No	26,8%

AValiação DA CIDADE DE ACORDO COM AS AFIRMAÇÕES | CITY'S EVALUATION ACCORDING TO THE SENTENCES

Categoria Category	Sim Yes	Não No	Não avaliou Didn't evaluate
São Paulo sempre tem uma boa balada São Paulo always have a good nighlife	86,4%	2,5%	11,2%
Me sinto seguro rodando por São Paulo I feel safe walking around São Paulo	48,9%	48,3%	2,8%
Reconheço São Paulo como uma cidade para fazer turismo I recognize São Paulo as a city to visit as a tourist	74,8%	22,7%	2,5%

MEIO DE TRANSPORTE UTILIZADO PARA CHEGAR À CIDADE DE SÃO PAULO | TRANSPORTATION USED TO ARRIVE AT SÃO PAULO

Categoria Category	%
Avião Airplane	42,6%
Carro Car	24,4%
Ônibus Intermunicipal Regular Line Bus	6,3%
Ônibus Fretado Chartered Bus	18,9%
Trem Train	4,2%
Outros Other	3,6%

R\$ 1.659

GASTO MÉDIO DOS TURISTAS EM SÃO PAULO | AVERAGE SPENT OF TOURISTS IN SÃO PAULO

2,3

PERMANÊNCIA DOS TURISTAS EM SÃO PAULO | AVERAGE STAY OF TOURISTS IN SÃO PAULO

O EVENTO THE EVENT

COMO ADQUIRIU SEU INGRESSO? | HOW DID YOU GET YOUR TICKET?

Categoria Category	%
Site oficial Official website	65,4%
Bilheteria Ticket Stand	20,7%
Sorteios e Promoções Draws and promotions	18,5%
Ganhou Won ticket	8,8%
Outros Other	3,9%

R\$ 136

GASTO MÉDIO DO PÚBLICO NO
LOLLAPALOOZA | AVERAGE SPENT OF
AUDIENCE AT LOLLAPALOOZA

MEIO DE TRANSPORTE UTILIZADO PARA
CHEGAR AO LOLLAPALOOZA | MEANS
OF TRANSPORTATION TO ARRIVE AT
LOLLAPALOOZA

Categoria Category	%
Carro Car	22,9%
Ônibus Bus	11,0%
Metrô Subway	19,5%
Trem Train	22,0%
Transfer do evento Event transfer	1,3%
Ônibus fretado Chartered bus	6,7%
Táxi Taxi	8,0%
Outros Other	6,7%

CALVIN HARRIS • JACK WHITE
FOSTER THE PEOPLE • SKRILLEX
PHARRELL WILLIAMS • STEVE AOKI
BASTILLE • SMASHING PUMPKINS
THE KOOKS • ROBERT PLANT

SHOWS MAIS DESEJADOS PELO PÚBLICO
MOST DESIRED SHOWS BY THE AUDIENCE

O perfil do público do evento é bem definido, prioritariamente formado por jovens de até 21 anos, estudantes universitários, com renda familiar entre 7 e 10 salários mínimos e residentes no Estado de São Paulo.

A maioria dos turistas reside no próprio Estado de São Paulo, seguido pelos estados do Rio de Janeiro e Paraná. permaneceram 2,3 dias na cidade e gastaram R\$ 1.659 no período. 32,2% ficaram em hotéis e 22,9 em casas de amigos ou parentes.

A Cidade de São Paulo é reconhecida com um local turístico pelos entrevistados: 74,8% afirmaram que a capital paulista é um destino para se fazer turismo, consolidando a importância de São Paulo como destino global.

The event public profile is well defined, primarily made up of young people under 21 years old, college students with family income between 7 and 10 minimum wages and living in São Paulo.

Most tourists lies in the actual state of São Paulo, followed by the states of Rio de Janeiro and Paraná. remained 2.3 days in the city and spent R \$ 1,659 in the period. 32.2% were in hotels and 22.9 in the homes of friends or relatives.

The City of São Paulo is recognized with a tourist spot by respondents: 74.8% said that the capital city is a destination for sightseeing, consolidating the importance of São Paulo as a global destination.

AVALIAÇÃO DO EVENTO DE ACORDO COM AS AFIRMAÇÕES | EVENT EVALUATION ACCORDING TO THE SENTENCES

Categoria Category	Sim Yes	Não No	Não avaliou Didn't evaluate
A localização do evento é ótima. The event location is great.	81,8%	16,6%	1,6%
Cheguei ao evento com facilidade. I arrived at the event easily.	87,5%	10,6%	1,9%
A circulação dentro do evento está fácil. Walking around at the event is easy.	82,4%	12,6%	5,0%
Os banheiros estão limpos. I feel safe in the Street Carnival.	36,7%	35,3%	28,0%
As opções de alimentação e bebidas são variadas. The food and beverage options are varied.	78,2%	11,5%	10,3%
A sinalização dentro do evento está bem posicionada. The orientation signs in the event are visible.	83,8%	10,2%	6,0%
A sonorização dos palcos está com boa qualidade. The sound system at the stages has good quality.	88,4%	6,8%	4,7%

USO DE REDES SOCIAIS SOCIAL MEDIA USE

QUAIS REDES UTILIZA?* | WHAT SOCIAL MEDIA DO YOU USE?*

Categoria Category	%
Facebook Facebook	92,8%
Twitter Twitter	40,2%
Instagram Instagram	64,7%
Tumblr Tumblr	12,4%
Foursquare Foursquare	5,9%
Não utilizo I do not use	2,8%
Outras Other	1,3%

*Múltiplas respostas/ multiple-responses

ACESSOU OS CANAIS DO LOLLAPALOOZA NAS REDE SOCIAIS?* | DID YOU ACCESS THE LOLLA- PALOOZA FANPAGES AT SOCIAL MEDIA?*

Categoria Category	%
Facebook Facebook	63,1%
Twitter Twitter	9,7%
Tumblr Tumblr	1,0%
Site oficial Official website	24,7%
Aplicativo App	5,9%
Não acessei I did not access	15,3%

*Múltiplas respostas/ multiple-responses

BAIXOU O APLICATIVO DO LOLLAPALOOZA PARA SMARTPHONES? | DID YOU DOWNLOAD THE LOLLAPALOOZA APP FOR SMARTPHONES?



QUAIS FUNCIONALIDADES USOU DO APLICATIVO DO LOLLAPALOOZA? | WHAT FUNCTIONS DID YOU USE ON LOLLAPALOOZA'S APP?

Categoria Category	%
Line Up Line Up	44,0%
Meu calendário/ alertas Calendar/ alerts	18,7%
Perfil das Atrações Attractions profile	7,5%
Exibição de vídeos Video exhibitions	2,1%
Mapas Maps	23,1%
Área Experiência Experience area	3,0%
Outras Other	1,6%

De acordo com a pesquisa Global Entertainment and Media Outlook 2014-2018, da consultoria PwC, o mercado de shows no país pode passar para R\$ 496 milhões em 2018.

A cada grande evento, brasileiros e estrangeiros se deslocam pelo país e movimentam hotéis e pousadas, bares e restaurantes, além do serviço de transporte das cidades que os recebem.

São Paulo, um dos principais destinos de shows no Brasil, também colhe os benefícios dos grandes festivais de música. A quarta edição do Lollapalooza, em 2015, injetou R\$ 93 milhões de reais na economia da capital paulista.

É importante ressaltar que toda a cadeia produtiva do turismo é beneficiada, direta ou indiretamente com festivais importantes como o Lollapalooza. O entorno dos hotéis, hostels e casas de amigos e parentes são diretamente impactados com a presença de mais de 70 mil pessoas não-residentes na capital paulista. Comércio locais, bares, restaurantes, lojas, atrativos turísticos e outros tipos de serviços recebem aporte do gasto médio estimado em R\$ 1.659 feitos pelos visitantes em São Paulo.

O montante cresce ainda mais se contabilizarmos os impactos da organização do evento para a cidade. Futuros estudos sobre os benefícios dos festivais musicais para a economia paulistana serão realizados pelo Observatório de Turismo e eventos da Cidade de São Paulo, com o objetivo de completar o ciclo de benefícios gerados à cidade que mais respira cultura, música e arte no Brasil.

According to the Global Entertainment and Media Outlook survey 2014-2018, PwC Consulting, the market shows in the country can move on to R \$ 496 million in 2018.

Every major event, Brazilians and foreigners moving the country and move hotels, bars and restaurants, plus shuttle service from the cities that receive them.

Sao Paulo, one of the main destinations of shows in Brazil, also reaps the benefits of the great music festivals. The fourth edition of Lollapalooza in 2015, injected R \$ 93 million reais in the capital city economy.

Note that the entire production chain tourism is benefited, directly or indirectly with important festivals as Lollapalooza. The surroundings of the hotels, hostels and homes of friends and relatives are directly impacted by the presence of more than 70,000 people not residing in the state capital. Local businesses, bars, restaurants, shops, tourist attractions and other types of services receive average spending of intake in R \$ 1,659 made by visitors in São Paulo.

The amount grows even more if contabilizarmos the organization of the event's impact on the city. Future studies on the benefits of music festivals for paulistana economy will be carried out by the Tourism Observatory and events of the city of São Paulo, in order to complete the cycle of benefits generated to the city that breathes more culture, music and art in Brazil.

Créditos

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