Tourism Seasonality
City of São Paulo
Ecotourism Hubs

The two hubs were created by law:
- Parelheiros in 2014 and
- Cantareira in 2018
The numbers of São Paulo

Information
- Founded: 25th of January, 1954;
- Total surface area: 1.521 km²
- 32 district councils;
- 96 districts;
- 12 million inhabitants

Transportation
- 6 lines and 81 metro stations;
- 7 lines and 94 stations of metropolitan trains;
- 1,336 municipal bus lines;
- 31 urban bus terminals;
- Around 650 km of bicycle lanes

Tourism attractions
- 124 museums;
- 126 parks;
- 119 theaters;
- 76 cinemas;
- 42 observation decks;
- 2 ecotourism hubs

Events
- 4.4 million m²;
- U$ 3.26 billions a year;
- 1st in Brazil and 3rd in Latin America;
- Allianz Park stadium that hosted the biggest number of megashows

Accommodations
- 409 hotels;
- 79 hostels;
- 71 hotel chains;
- 44 hotel branches;
- 2 six stars hotels (Tangara Palace and Rosewood)

Cuisine
- 58 different types of cuisine;
- 20 thousand restaurants;
- 30 thousand bars;
- Casa do Porco: 39th best restaurant in the world, 4th in Latin America, 1st in Brazil;
- Mocotó: Best restaurant without booking in the world (2019)
It is the spotlight of business tourism and has been gaining notoriety for its cultural and leisure tourism, besides ecotourism with the creation of Ecotourism hubs; in the South (Neighborhood of Parelheiros) and in the North (Cantareira).

Given its character - both financial and cultural - it’s the main gate for international tourists and it’s also responsible for hosting multiple events that are known around the globe, such as the GP for Formula one, the Biennial for international arts, the LGBTQIA+ pride parade, etc.

Because of its avant-garde, multifaceted and diverse looks it offers a wide range of opportunities, attracting every type of public/tourists all year round.
City of São Paulo

- São Paulo is the biggest city in Latin America;

- One of the most populated cities in the entire world;

- Financial, corporate and mercantile center of Brazil;

- The most influential Brazilian city in the global scenario.

Pledged with fulfilling the 2030 agenda and the Paris Agreement, with:

- Sustainable consumption, production and management of natural resources;

- Neutralize emissions of CO2 (greenhouse effect);

- Raise awareness and reduce the utilization of plastic in the city;
The seasonality of tourism in São Paulo

Because of its lead in business tourism, the city of São Paulo has little seasonality marked by the events of this sector, which focus primarily on between *March and June*, in the first semester, and between *August and November*, in the second semester.

In the other months, commonly known by school holidays (*December, January and July*) and carnival (*February*), the city usually has a drop in tourist movement, however it was noted in recent years that because of its impressive cultural and leisure tourism, as well as the Street Carnival (*usually happening in the month of February*), it has been attracting more and more tourists every time.
# Seasonality - Events

<table>
<thead>
<tr>
<th>Month</th>
<th>Event Details</th>
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<tbody>
<tr>
<td>JAN</td>
<td>City Anniversary&lt;br&gt; School holidays</td>
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<tr>
<td>FEB</td>
<td>Sambódromo Carnival&lt;br&gt; Street Carnival</td>
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<td>MAR</td>
<td>Lollapalooza Business Events</td>
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<td>APR</td>
<td>Easter Business Events</td>
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<td>MAY</td>
<td>Virada Cultural*&lt;br&gt; Business Events</td>
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<tr>
<td>JUN</td>
<td>LGBTQIA+ pride parade&lt;br&gt; March for Jesus</td>
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<tr>
<td>JUL</td>
<td>Sports Events&lt;br&gt; School Holidays</td>
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<tr>
<td>AUG</td>
<td>Business Events</td>
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<tr>
<td>SEP</td>
<td>Virada Esportiva*&lt;br&gt; Business Events</td>
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<tr>
<td>OCT</td>
<td>Motor Show Business Events</td>
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<tr>
<td>NOV</td>
<td>GP F1 Business Events</td>
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<tr>
<td>DEC</td>
<td>Biennial of Arts&lt;br&gt; Christmas festivals&lt;br&gt; New years</td>
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![Hosting Seasonality Chart](image-url)
The Impacts of the COVID-19 pandemic (2020 x 2019)

↓39.6% in domestic tourism and ↓58.5% in international tourism
↓58.7% in hotel occupancy rate
↓50.8% in national passengers and ↓71.0% in international passengers in the international airports that serve the city (CGH, GRU e VCP).

↓51.9% in the passengers of bus terminals that serve the city;
↓51.1% in municipal tax collection regarding tourism activities;
↓18,649 formal jobs in the tourism sector in the city of São Paulo.
The numbers of all the indicators monitored have shown a trend of recovery, though small, of activity; However, we can still observe that in May, 2021, IMAT is still 53% bellow January 2020.
São Paulo Turismo (SPTURIS) is the enterprise responsible for the management of tourism in the city, in which OTE is part of.

Since 2005, it’s been the core of studies and intelligence in the market. It acts in the collection, monitoring and analysis of information about tourism, culture and events in São Paulo.

Prized twice by the Ministry of Tourism as a model of tourist monitoring and member of the International Network of Sustainable Tourism Observatories (INSTO) of the United Nations World Tourism Organization (UNWTO);

More than 350 published studies;

Approximately 300 thousand interviews conducted;

Biggest research in number of interviews - World cup; 7.5 thousand;

Biggest research in six hours - New Years: 1,200 interviewed.
Main Indicators Monitored

The *Observatory of Tourism and Events of the City of São Paulo* collects and analyzes monthly the main indicators of the local sector. It has history of some of them for more than 15 years.

Publishes reports individually and together with analyses form indicators and from the local economy. The diverse actors from the sector utilize largely these reports.

These indicators are still insufficient for the ideal monitoring of the sector as a whole and specially from the tourism seasonality. For example, we haven’t been able to yet monitor F&B, events, attractions, entertainment and reception.

A specific indicator for the sector of events is of extreme importance, however, it is still being studied in between the entities and the entrepreneurs of this sector the best way to find a common denominator to do this monitoring.
Main indicators monitored by the OTE:

- Performance of the means of accommodation in São Paulo;
- Airport movement;
- Bus Terminal movement;
- Tax collection about services (ISS) of tourism;
- Indicator of reputation of the tourist attractions (IRA);
- Monthly index of tourism activity in São Paulo (IMAT-SP).

All of the reports of indicators monitored and researches carried out are available for consultation and download in the OTE website.

Partners:

- UNWTO/ INSTO
- RBOT
- FecomercioSP;
- CIET / SETUR-SP;
- Airbnb;
- Visite São Paulo;
- Abeoc;
- Arte Fora do Museu;
- Observatories (Buenos Aires, Barcelona)
Challenges

- Build, implant and monitor the Plan of Taking back the Tourism in the City of São Paulo;

- Amplify partnerships with diverse actors of tourism, especially in the events sector;

- Create new indicators to enhance the monitoring of the sector;

- Improve the analysis of economic and ambiental impact of tourism.

Tendencies

- Shorter regional and family trips;

- Less international tourists;

- Sustainable destinies and more outside activities;

- Tourism of experience and exclusivity;

- Flexibility and security;

- Digitalization of tourism.
Thank you!

Tourism and Events Observatory
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