Tourism and Events Observatory
Public Mega Events in the City of Sao Paulo

Policies for Research and Monitoring Priorities
Public Events in the City of São Paulo SPTuris production in 2019

2,798

Observatory of Tourism and Events Research in Public Mega Events in 2019

16
Process to contract a research and its final destiny

City Hall → SPTuris OTE → City Hall → Media → Population

City Hall → SPTuris OTE → Event Organizers → Sponsors → Government Partners
## Financial impact of events in the city of Sao Paulo – OTE numbers

<table>
<thead>
<tr>
<th>EVENT</th>
<th>R$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street Carnival 2020</td>
<td>2.75 billion</td>
</tr>
<tr>
<td>Réveillon 2020</td>
<td>648 million</td>
</tr>
<tr>
<td>Gay Parade 2019</td>
<td>400 million</td>
</tr>
<tr>
<td>Formula 1 Sao Paulo Grand Prix 2019</td>
<td>361 million</td>
</tr>
<tr>
<td>Virada Cultural 2019</td>
<td>235 million</td>
</tr>
<tr>
<td>March to Jesus 2019</td>
<td>235 million</td>
</tr>
<tr>
<td>Copa America 2019</td>
<td>231 million</td>
</tr>
<tr>
<td>Sambadrome Carnival 2020</td>
<td>227 million</td>
</tr>
</tbody>
</table>
Financial Impact

Average expense in the period: R$ 648

Public:
- 15 million
- Average stay in the city: 2 days

- 56.5% feminine gender
- 73.6% residents in Sao Paulo
- 32.4% from 25 to 29 years old
- 63% no accommodation
- 1,210 applicable questionnaires

Street Carnival 2020

R$ 2.75 billion
Press Coverage

- Warm up numbers at the very end of each mega event – highly sought after by the media.
- A ranking of events with specific parameters tells the government itself, hotel chain, investors, sponsors, journalists and the population:
  - Public and tourist profile
  - Public preferences
  - Tourism movement
  - Consumption preferences
  - Occupation areas in the hole city
  - Mobility in the city
  - Evaluation of each event
  - Validation of government investments
Com R$ 403 milhões arrecadados, Parada LGBT passa a Fórmula 1 e é o segundo evento mais lucrativo de São Paulo
Copa America 2019

- R$ 231 million financial impact
- Average expense in the period: R$1,051
- Average stay in the city: 2.8 days
- Public: 246 thousand
- 73.2% male gender
- 60.9% residents in Sao Paulo
- 36.8% from 30 to 39 years old
- 40.9% no accommodation
- 2.895 applicable questionnaires
Formula One Brazil Grand Prix 2019

**Financial Impact**

- **R$ 361 million**
- **Avarage expense in the period**: R$2,944
- **Public**: 158 thousand
- **Avarage stay in the city**: 3.6 days
- **82.6% male gender**
- **40.6% residents in Sao Paulo**
- **29.6% from 30 to 39 years old**
- **59.6% stayed in hotel or flat**
- **1,213 applicable questionnaires**
## Evaluation of the City Taste of Sao Paulo 2021

### Avalie os seguintes itens da cidade de São Paulo

*Rate the following items from São Paulo city*

<table>
<thead>
<tr>
<th>Categoria (Category)</th>
<th>Ótimo (great)</th>
<th>Bom (good)</th>
<th>Regular</th>
<th>Ruim (bad)</th>
<th>Pésimo (awful)</th>
<th>N.A.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospedagem (hospitality)</td>
<td>50.0%</td>
<td>13.8%</td>
<td>5.3%</td>
<td>8.5%</td>
<td>1.1%</td>
<td>21.3%</td>
</tr>
<tr>
<td>Mobilidade/Transporte (mobility/transportation)</td>
<td>40.4%</td>
<td>23.4%</td>
<td>20.2%</td>
<td>5.3%</td>
<td>0.0%</td>
<td>10.6%</td>
</tr>
<tr>
<td>Centrais de Informação Turística (tourist information centers)</td>
<td>23.4%</td>
<td>11.7%</td>
<td>20.2%</td>
<td>4.3%</td>
<td>3.2%</td>
<td>37.2%</td>
</tr>
<tr>
<td>Sinalização Turística (tourist signs)</td>
<td>26.6%</td>
<td>18.1%</td>
<td>21.3%</td>
<td>9.6%</td>
<td>3.2%</td>
<td>21.3%</td>
</tr>
<tr>
<td>Opções Culturais/Entretenimento (cultural/entertainment options)</td>
<td>62.8%</td>
<td>12.8%</td>
<td>10.6%</td>
<td>6.4%</td>
<td>1.1%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Opções Gastronômicas (gastronomic options)</td>
<td>75.5%</td>
<td>12.8%</td>
<td>2.1%</td>
<td>3.2%</td>
<td>0.0%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Opções de Compras (shopping objects)</td>
<td>72.3%</td>
<td>9.6%</td>
<td>4.3%</td>
<td>2.1%</td>
<td>3.2%</td>
<td>8.5%</td>
</tr>
<tr>
<td>Limpeza Urbana (urban cleaning)</td>
<td>30.9%</td>
<td>16.0%</td>
<td>33.0%</td>
<td>8.5%</td>
<td>2.1%</td>
<td>9.6%</td>
</tr>
<tr>
<td>Sensação de Segurança (safety sensation)</td>
<td>19.1%</td>
<td>19.1%</td>
<td>30.9%</td>
<td>18.1%</td>
<td>7.4%</td>
<td>5.3%</td>
</tr>
<tr>
<td>Hospitalidade da População (population’s hospitality)</td>
<td>36.2%</td>
<td>26.6%</td>
<td>22.3%</td>
<td>8.5%</td>
<td>1.1%</td>
<td>5.3%</td>
</tr>
<tr>
<td>Avaliação Geral da Cidade (city’s general evaluation)</td>
<td>39.4%</td>
<td>40.4%</td>
<td>11.7%</td>
<td>4.3%</td>
<td>0.0%</td>
<td>4.3%</td>
</tr>
</tbody>
</table>
The importance of research to the Sao Paulo City Hall

- It helps ratifying public policies
- It evinces relevant numbers such as tourist movement and financial impact to the media all over the world
- It reveals our culture, cuisine, music, local sports, amongst others
- It shows where organizers need to improve by conducting assessments
- It enlightens the relevance of specific events according to established political pillars, such as non-discriminatory ones
- Our numbers are a reference to feed the news industry
Near Future – warm up numbers

Grand Prix - on November 14, 2021, at 7 pm

Press Conference

- Public origin, with proportionality
- What is the evaluation of the health safety protocols
- If visitors will stay during the national holiday – November 15, Proclamation of the Republic
- Overnight stays in the city
- Average spending per person in the city
- General assessment of the city
- Table with public proportionality, average expenditure by origin (residents/living in the metropolitan area/national tourist/international tourist) and total economic impact with tourism
Carnaval 2022: Com proposta de R$ 23 milhões, Ambev vai patrocinar carnaval de rua de SP

Prefeitura de SP abriu envelopes com propostas de empresas interessadas em patrocinar carnaval de rua na manhã desta segunda-feira (8).

Por Rômulo D'Avila, TV Globo e g1 SP — São Paulo
08/11/2021 11h47 - Atualizado há um dia