SÃO PAULO FOR EVERYONE

- Population: 46.6 million
- Visitors (2021):
  - 24.4 million overnight domestic
  - 377 thousand overnight non-resident
- Tourism contribution: USD 36.4 billion (8.7%)
- 645 cities (total)
- 210 official tourist municipalities
DECISION-MAKING AND SUSTAINABILITY OF TRAVEL AND TOURISM IN THE STATE

ESTABLISHED IN 2019
LARGEST TOURISM FLOW
REGIONAL RELEVANCE
STRUCTURED DATA ON SUSTAINABILITY AND OTHER INFORMATION

9 KEY CITIES MONITORED BY CITE
STATE OF SÃO PAULO: TOURISM DESTINATIONS AND THE ROLE OF CITE

Traditional surveys
Employment and economy
Data innovation
Local participation
Easy and visual presentation
Education
Sustainability
CITE: CHALLENGES AND FUTURE

- INTEGRATION: CITE + LOCAL DATA PROVIDERS + PUBLIC SOURCES + ANALYSIS
- ACTUAL LOCAL USE OF THE REPORTS AND INSIGHTS
- EDUCATION FOR DATA AS AN IMPORTANT PART OF THE WORK
- PRODUCTION OF SUSTAINABILITY AND DESTINATION MANAGEMENT DATA

CITE HAS TO BE MORE THAN A DATA SOURCE
GLOBAL SOURCES
LEARNING
BETTER METHODS
NETWORKING
RESPECT AND LEADERSHIP IN BRAZIL

A GAME-CHANGING
MOMENT FOR CITE
INSPIRATION