SÃO PAULO: CITY OF THE WORLD

Facts and figures of business, events, travel and tourism in the city of São Paulo
This is a publication produced in partnership by São Paulo Turismo (SPTuris), through its Observatory of Tourism and Events, São Paulo Convention & Visitors Bureau (SPC & VB) and with the support of the Brazilian Union of Trade Fairs Promoters (UBRAFE), which gathered primary research data and secondary partner data for the formulation of this document. More information: research@spturis.com or contato@spcvb.com.br.

Cover photos: Júlio Prestes Station and Museum of Art of São Paulo. José Cordeiro, 2017

PARTNER INSTITUTIONS

Brazilian Association of Bars and Restaurants (ABRASEL)  Ministry of Tourism (MTUR)
Brazilian Association of Hotel Industry (ABIH)  World Tourism Organization (OMT)
Latin American Association of Road Managers Gens and Corporate Events (ALAGEV)  São Paulo Convention & Visitors Bureau (SPC & VB)
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Forum of Hotel Operators of Brazil (FOHB)  Union of Companies for the Promotion, Organization and Assembly of Fairs, Congresses and Events of the State of São Paulo (SINDIPROM / SP)
Economic Research Institute (FIPE)  SOCICAM - Bus Terminals and Representations
System of Data Analysis State Foundation (SEADE)  Brazilian Union of Trade Fair Promoters (UBRAFE)
GRU Airport  Viracopos Airports Brazil
Brazilian Institute of Geography and Statistics (IBGE)  World Travel & Tourism Council (WTTC)

The Observatory of Tourism and Events/ SPTuris clarifies that some data published in previous publications may have undergone changes due to methodological revisions, data grouping and adjustments in projections over the analyzed period, in view of the adequacy of the tourism market. Some data for 2017, not indicated, are not yet available from official sources.
The secret of managing anything is to measure, as the management’s father Peter Drucker once said. And this statement has never been so current. In present times, from giants who are born as startups and conquer the market from an efficient data analysis, having numbers and information handy and reliably has never meant so much.

In the tourism industry this is even more true. Where is a market that essentially cares for people’s desire and experience if they do not know who they are and what they want? Likewise, if you do not know the size and potential of your offer, what is the possibility of achieving efficiency in promoting a product, service or even a destination?

For this reason, the tourism market of the capital of São Paulo has reunited. Thus, São Paulo Turismo (SPTuris) and São Paulo Convention & Visitors Bureau (SPCVB) are launching this valuable dossier, with important data from the city’s travel, tourism and events sector.

This document was made from the elements collected in the various surveys, studies and data analyzes carried out over the last years by the Observatory of Tourism and Events of São Paulo, SPTuris recognized and award-winning market intelligence team, and all information of the SPCVB Research Coordination, specialized in the segment of events, with the collaboration of several other organizations.

From this unique report will be possible to have a real parameter of activity, supply and tourist demand in the city of São Paulo. In this way, everyone can speak the same language and act more assertively around the growth of the market in the state capital.

Let’s go together for the growth of São Paulo travel industry.

Best wishes,

David Barioni Neto,
President
São Paulo Turismo S/A
São Paulo is immense and plural. Immense by its extension, with more than 1,5 thousand km², population of 12 million people and one of the largest GDP of the world; And plural by the variety of cultures and ethnic groups, alternatives of leisure and entertainment, as well as events of different sizes and typologies.

São Paulo deserves numbers that represent, in fact, its greatness. After all, there are several segments in which the capital of São Paulo is a reference: business, events, economy, entrepreneurship, hotels, gastronomy, transport, studies, research, commerce, sports, health, technology and more.

Then, having consolidated and always updated numbers is essential for the work carried out by the São Paulo Convention & Visitors Bureau, among other entities, to “sell” São Paulo. Day by day, it is necessary to present the capital to promoters of world events, with the purpose of capturing new associative and corporate meetings, which revolve the entire tourism, events and travel chain.

São Paulo is the capital of events. There are many examples that prove this maxim: Book Biennial, Car Show, Carnival, Cultural Turn, March for Jesus, LGBT Pride Parade, Art Biennial, Formula 1 Brazilian GP, Couromoda, Hospital, APAS Show and São Paulo Fashion Week, which together attract millions of participants each edition.

Trusted figures can help in several areas: in decision making, during the process of gathering events; For new investments, national or international; To receive more visitors; Attend the press precisely; And so that the sector itself has a real knowledge of its business.

Therefore, this project, carried out in partnership with São Paulo Tourism and its research team, the Observatory of Tourism and Events, and the active participation of the SPCVB and other entities, will start a new era for the sector, in which the numbers will be another form of unification of the players to work in an integrated way and focused on a common good: the development of destiny.

Toni Sando,
Executive President
São Paulo Convention & Visitors Bureau
Summary

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Fascinating, São Paulo is a superlative metropolis in everything, including diversity. An effervescent cauldron of styles and cultures where people of over 190 nationalities live and also a great entertainment center: there are more than 140 theaters, 115 cultural centers and 158 museums, as well as numerous nightclubs of the most diverse styles for one of the most The planet. Not to mention the shopping - with about 53 malls and dozens of shopping streets. And in gastronomy - there are over 20 thousand restaurants, with 52 kinds of cuisine from all over the world. For this reason, it is well worth discovering this global city, full of knowledge, trends, smells and colors.

Whatever the style, the city has a lot to offer. São Paulo is tailor made for you. Experience, discover, turn up your senses and surprise yourself in this city that is the world!
To like São Paulo is to experience infinite possibilities, to live the present intensely, to breathe culture, to be inserted in what is most modern, to meet people from all over the world, to be creative, innovative and global in a special way: with Brazilian seasoning.

Enjoy São Paulo!

City technical map

- Foundation: January 25th, 1554;
- Location: Southeastern Brazil;
- Distance from the coast: Guarujá (88 km), Ilhabela (204 km), Santos (72 km);
- Population of the metropolitan region: 21.24 million inhabitants;
- Municipal population: 12.04 million inhabitants;
- Area: 1,521 km²;
- Language: Portuguese;
- Telephone Code: Brazil (55); São Paulo (11);
- Altitude: 750 meters up the sea level;
- Relative Humidity: 78% (annual average);
- Climate: Temperate Tropical - average 22°C to 27°C (summer) and 15°C to 21°C (winter);
- Predominant Religion: Catholic;
- Currency: Real (R$/BRL);
- Time Zone: GMT - 3 hours.

IBGE, 2017.
Tourism numbers

Everything is great in Sao Paulo and the tourism industry numbers would not be different: the city’s revenue from tourism is equivalent to the GDP of Jamaica or Nicaragua. In addition, nearly half a million people benefit from jobs in the industry that drive more than 50 economic activities.

52 SECTORS OF ECONOMY RELATED TO TOURISM

- MANAGEMENT
- TRAVEL AGENCIES AND TOURISM
- FOODS
- ARCHITECTS
- WHOLESALERS
- DRINKS
- FUELS
- CIVIL AND NAVAL CONSTRUCTION
- DECORATIONS
- ENTERTAINMENT
- ENERGY
- EQUIPMENTS
- MANUFACTURE OF AIRCRAFT
- FINANCIAL
- HOSPITALITY
- COMPUTING
- LAUNDRY
- LESSONS
- WOOD
- MINING
- PLASTICS
- METAL PRODUCTS
- CHEMICALS
- RESORTS
- RESTAURANTS
- SANITATION
- SAFETY
- GRAPHIC SERVICES
- TEXTILES
- CONVEYORS

AND MORE...

14,9 MILLIONS OF TOURISTS IN SÃO PAULO 2016

2,5 MILLIONS OF INTERNATIONAL TOURISTS 2016

12,4 MILLIONS OF DOMESTIC TOURISTS IN 2016

BRL 11,4 BILLIONS IN TOURISM RECEIPTS IN 2016

2% PERCENTAGE OF TOURISM ACTIVITIES IN THE CITY GDP

9,6% PERCENTAGE OF TOURISM ACTIVITIES IN THE BRAZILIAN GDP

455 THOUSAND JOBS

São Paulo is the most visited tourist destination in Brazil. In addition to the more than 12.4 million Brazilians who passed through here in 2016, around 2.5 million foreigners took advantage of everything São Paulo has to offer.

5 MAIN ORIGIN OF INTERNATIONAL TOURISTS TO SÃO PAULO

Tourists Profile

Who is the tourist coming to São Paulo? What attractions did he visit? How long is the city? These and other information help the market understand the behavior of visitors and what are their consumption habits, boosting even more tourism projects.

AVERAGE SPENT OF TOURISTS

<table>
<thead>
<tr>
<th></th>
<th>Domestic</th>
<th></th>
<th>International</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Stays of Tourists</td>
<td>3 days</td>
<td></td>
<td>4 days</td>
<td></td>
</tr>
<tr>
<td>Average Spend of Tourists</td>
<td>180 BRL</td>
<td></td>
<td>484 BRL</td>
<td></td>
</tr>
</tbody>
</table>

Paulista Avenue. Caio Pimenta, 2012

Tourism Demand Research. Observatory of Tourism, SPTuris, 2015.
**PROFILE**

**BUSINESS AND EVENTS**

- **73.9%** Arrived in São Paulo by car
- **92.3%** Motivated by business
- **7.7%** Motivated by events
- **62.2%** Traveled alone
- **20.4%** Use subway for transportation
- **42.0%** Visit Paulista Avenue
- **84.1%** Arrive in their own car
- **31.2%** Hosts in friends or family homes
- **73.1%** Go to bars and restaurants
- **33.5%** Travel with family

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**CULTURE AND LEISURE**

- **70.1%** Go to bars and restaurants
- **31.4%** Go shopping

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Tourism Demand Research. Observatory of Tourism, SPTuris, 2015.
São Paulo is the South American capital of trade fairs. Whatever the size or economic segment, the city is always ready to attend any type of event.

4,4 MILLIONS OF M²
SPACES FOR EVENTS

16,3 BRL BILLIONS/ YEAR
ECONOMIC IMPACT OF TRADE FAIRS IN SÃO PAULO

7,3 BRL BILLIONS/ YEAR
OF RECEIPT GENERATED BY TOURISTS IN HOTEL AND ENTERTAINMENT, AMONG OTHER ACTIVITIES

42%
OF BRAZILIAN TRADE FAIR MARKET

8,8 MILLIONS
OF VISITORS IN TRADE FAIRS, INCLUDING PROFESSIONALS AND GUESTS.

UBRAFE - Brazilian Union of Fair Promoters / FIPE - Foundation for Economic Research, 2013
Congresses and conventions

Whether in a meeting or an exhibition for thousands of people, congressmen and participants of other events arrive daily to the biggest destination of the segment in Brazil.

301
CONGRESSES AND CONVENTIONS

12%
OF ALL EVENTS THAT HAPPEN IN THE CITY

1962
DIVERSE EVENTS, SUCH AS MEETINGS, WORKSHOPS AND SEMINARS

MORE THAN 16 MILLION
VISITORS

1ST PLACE
IN BRAZIL AND 6TH IN AMERICAS OVER ICCA RANKING


NOTE: The events mentioned above only comprise data collected by the São Paulo Convention & Visitors Bureau, not representing the total number of events occurring in the Paulista Capital throughout the year.
Accommodation

São Paulo has wide lodging options, for all budgets, in all regions of the city. From economical hostels to luxurious hotels of international standard, any place in the capital of São Paulo is just a few steps away from the main leisure and cultural facilities.

410 HOTELS

42 MIL AVAILABLE APARTMENTS IN HOTELS

72 HOSTELS

61,5% OCCUPANCY RATES IN HOTELS IN 2016

52,4% OCCUPANCY RATES IN HOSTELS IN 2016

2,460 AVAILABLE BEDS IN HOSTELS

ANNUAL OCCUPANCY RATES

Tourism and Events Observatory, SPTuris, 2017
Culture and Leisure

The world of arts and shows boils in São Paulo. In the Brazilian city where everything happens, the tourist will find shows, shows and various art forms spread throughout the city of São Paulo. There are also itineraries for those who want to enjoy other leisure options in the metropolis.

MORE THAN 600 PLAYS
ON THEATERS EVERY YEAR OR 100 PLAYS EVERY WEEK¹

391 STREET CARNIVAL GROUPS
REGISTERED AT THE SECRETARY OF CULTURE¹

68 PRO CARNIVAL GROUPS
14 FROM SPECIAL LEAGUE AND 8 FROM ACCESS LEAGUE¹

184 NIGHTCLUBS
(SÃO PAULO E METROPOLITAN AREA)²

41 TRADITIONAL FESTIVALS
LIKE THE STREET CARNIVAL, FESTIVAL OF NOSSA SENHORA ACHIROPITA, NOSSA SENHORA DE CASALUCCE AND SAN GENARO.¹

¹. Tourism and Events Observatory, SPTuris, 2017; ². Abrasel, 2017
LEISURE ATTRACTIONS IN SÃO PAULO

158 MUSEUMS¹

The city’s museums attract visitors for both its magnificent collection and its architecture: the São Paulo Museum of Art is a must-see for lovers of modern and unique buildings.

109 PARKS AND GREEN AREAS⁴

With the greatest diversity of productions of the country, from national spectacles to the most consecrated international artists.

145 THEATERS AND VENUES¹

Cultural spaces contribute to a calendar filled with attractions in the city: shows, exhibitions, activities and workshops are available every day of the week in the city of São Paulo.

115 CULTURAL CENTERS¹

São Paulo is diverse even in libraries: with collections in braille, comic books or entirely devoted to poetry, book lovers have plenty of options in the city.

150 LIBRARIES²

Football is in the soul of the paulistano. Whether it’s a game with great clubs in the historic Pacaembu Stadium or a return to the essence of sport at Javari Street Stadium, the experience of seeing the great stars of the game in São Paulo is unforgettable.

333 SPORT AND WELLNESS CENTERS³

The practice of sports is more than a habit in São Paulo: it is a vocation. Here it is possible to find practicing groups of the most varied sports, from cycling to American football.

São Paulo is the main transport hub in Brazil and South America. It has 3 airports, 3 bus terminals, 10 access roads and several local transportation options, such as trains, subways, taxis, rental vehicles and cycle routes. Getting around in São Paulo is simple and practical.

3 AIRPORTS IN SÃO PAULO MET. AREA: CONGONHAS, GUARULHOS, CAMPO DE MARTE

66.6 MILLIONS OF ARRIVALS IN SÃO PAULO MET. AREA AIRPORTS

596 THOUSAND OF TAKE OFFS AND LANDINGS IN THE 3 AIRPORTS IN 2016

45 INTERNATIONAL CITIES WITH DIRECT FLIGHT FROM SÃO PAULO

41 DOMESTIC CITIES WITH DIRECT FLIGHTS FROM SÃO PAULO

53 AIRLINES IN OPERATION IN THE 3 AIRPORTS

1. Infraero, 2017; 2. Infraero and private airports administration, 2017
3 Bus Terminals

5.7 Million
Of Cars

85 Thousand
Vehicles for Renting

37 Thousand
Cabs

468 KM
Of Bicycle Lanes

1,384
Urban Bus Lines

8 Million
Of Users in Bus Lines/ Day

29 Terminals
For Local Bus Lines

67 Stations
For Subway in 5 Lines

92 Stations
For Train in 12 Lines

411
Helicopters

MAIN ROAD ACCESS TO SÃO PAULO CITY

Denatran-SP, 2016.
Gastronomy

If there is something that is done with mastery in São Paulo is a good table: the city has gastronomic options that fill the eyes of the tourists and of the residents. This is where everything is eaten, a little bit of every place in the world. The largest city in South America is also the most gastronomic.

20 THOUSAND RESTAURANTS

52 SPECIALTIES OF FOOD

30 THOUSAND BARS

500 STEAKHOUSES

350 DINERS/ BURGER SHOPS

600 JAPANESE RESTAURANTS
(400 THOUSAND SUSHIS/ DAY)

80 VEGETARIAN RESTAURANTS
(200 IN BRAZIL)

4,500 PIZZA RESTAURANTS

400 FOOD TRUCKS IN SÃO PAULO MET. AREA

SÃO PAULO IS THE SECOND LARGEST CITY IN NUMBER OF RESTAURANTS, FOLLOWING NEW YORK.
For its gastronomic excellence, São Paulo along with Rio de Janeiro won its own Guia Michelin in 2015. One of the world’s leading gastronomic references awarded a restaurant in São Paulo with two stars, thirteen with a star and twenty-three establishments in the category “bib Gourmant” picture.
The financial power and the largest Brazilian consumer market is present in emblematic places such as Paulista Avenue, Brigadeiro Faria Lima Avenue, Luis Carlos Berrini Avenue and downtown São Paulo. Now, São Paulo enters a new phase, also housing technology companies and startups, transforming the city into a “tech friendly” place.

864 THOUSAND CREDITCARD TRANSACTIONS/ DAY

1.9 THOUSAND BANK BRANCHES

50,800 INDUSTRIES

38 OF 100 LARGEST PRIVATE COMPANIES WITH NATIONAL INVESTORS

63% OF INTERNATIONAL GROUPS BASED IN BRASIL

17 OF 20 LARGEST BANKS IN BRAZIL

8 OF 10 LARGEST STOCK BROKERS IN BRAZIL

BOVESPA LARGEST STOCK IN SOUTH AMERICA

40 INTERNATIONAL CHAMBERS OF COMMERCE AND BUSINESS
Health and wellness

Headquarters of the most important hospitals in the country, São Paulo is an international reference in important areas of medicine and health. The city has an excellent structure in the sector, with various types of treatments and surgeries, whether for health or esthetics, as well as modern laboratories.

899
MEDICAL EVENTS BASED IN SÃO PAULO IN 2016¹

ALBERT EINSTEIN HOSPITAL
CONSIDERED THE BEST IN LATIN AMERICA

LEADER IN TRANSPLANTS
BY THE LARGEST PUBLIC TRANSPLANT SYSTEM IN THE WORLD³

BUTANTAN INSTITUTE
ONE OF THE LARGEST BIOMEDICAL RESEARCH CENTER IN THE WORLD⁵

9 THOUSAND
CLINICS²

50
MEDICAL SPECIALITIES⁴

MORE THAN 50
SPAS FOR RELAXING AND WELLNESS²

Shopping

The largest variety of shopping items with good prices; Exclusive and luxurious items that attract tourists from all over Brazil and the world. Shopping tourism in São Paulo is one of the activities most sought after by visitors to the great metropolis.

25 DE MARÇO STREET
LARGEST LOW PRICE SHOPPING AREA IN BRAZIL

400 THOUSAND
PEOPLE/ DAY IN SÃO PAULO DOWNTOWN COMMERCE AREA

53
SHOPPING MALLS

59
SPECIALIZED COMMERCE STREETS

LARGEST BRANDS IN THE WORLD HAVE STORES IN SÃO PAULO

Tourism and Events Observatory, 2017
Official Tourism facts & figures

Here you can find the main technical data related to tourism in the world, Brazil and the city of São Paulo, separated by segment.

<table>
<thead>
<tr>
<th>Chart 1: TOURIST ARRIVALS BY REGION IN THE WORLD</th>
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<tbody>
<tr>
<td>World (total of tourists/ millions)</td>
</tr>
<tr>
<td>Europe</td>
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<tr>
<td>Asia and Pacific</td>
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<tr>
<td>Central America and Caribbean</td>
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<tr>
<td>North America</td>
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<tr>
<td>South America</td>
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<td>Africa</td>
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<td>Middle East</td>
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</tbody>
</table>

World Tourism Organization, 2017

<table>
<thead>
<tr>
<th>Chart 2: TOURIST ARRIVALS IN BRAZIL (% RELATED TO WORLD ARRIVALS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>World (millions)</td>
</tr>
<tr>
<td>2007</td>
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<tr>
<td>2008</td>
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<td>2009</td>
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<td>2010</td>
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<td>2013</td>
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<td>2014</td>
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<tr>
<td>2015</td>
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<tr>
<td>2016</td>
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</tbody>
</table>

World Tourism Organization, 2017

<table>
<thead>
<tr>
<th>Chart 3: TOURIST EXCHANGE REVENUE - BRAZIL (billions of US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
</tr>
</tbody>
</table>

Central Bank of Brazil, 2017

<table>
<thead>
<tr>
<th>Chart 4: INTERNATIONAL TOURIST ARRIVALS IN BRAZIL</th>
</tr>
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<tbody>
<tr>
<td>AFRICA</td>
</tr>
<tr>
<td>CENTRAL AMERICA AND CARIBBEAN</td>
</tr>
<tr>
<td>NORTH AMERICA</td>
</tr>
<tr>
<td>SOUTH AMERICA</td>
</tr>
<tr>
<td>ASIA</td>
</tr>
<tr>
<td>EUROPE</td>
</tr>
<tr>
<td>OCEANIA</td>
</tr>
<tr>
<td>Non specified countries</td>
</tr>
<tr>
<td>TOTAL</td>
</tr>
</tbody>
</table>

World Tourism Organization, 2017
Observatory of Tourism and Events/ FIPE, 2011

Methodology:
- Estimates based on a trend scenario for the Brazilian economy developed by the Foundation for Economic Research (FIPE), through the main emitters of domestic and international tourists raised by the Observatory of Tourism and Events, and for the World Economy provided by the Economist Intelligence Unit;
- Tourism receipts based on tourism demand projections (FIPE) and average costs of national and international tourists in the city of São Paulo, including lodging, leisure, food, transportation and shopping;
### Chart 9: PASSENGER ARRIVALS AT SÃO PAULO BUS TERMINALS

<table>
<thead>
<tr>
<th></th>
<th>TIETÉ</th>
<th>BARRA FUNDA</th>
<th>JABAQUARA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>10,587,315</td>
<td>3,515,691</td>
<td>1,505,320</td>
</tr>
<tr>
<td>2006</td>
<td>10,621,478</td>
<td>3,534,084</td>
<td>1,400,984</td>
</tr>
<tr>
<td>2007</td>
<td>10,478,669</td>
<td>3,406,970</td>
<td>1,345,162</td>
</tr>
<tr>
<td>2008</td>
<td>10,865,958</td>
<td>3,466,072</td>
<td>1,419,300</td>
</tr>
<tr>
<td>2009</td>
<td>10,375,877</td>
<td>3,481,417</td>
<td>1,454,320</td>
</tr>
<tr>
<td>2010</td>
<td>10,443,573</td>
<td>3,480,371</td>
<td>1,482,300</td>
</tr>
<tr>
<td>2011</td>
<td>10,677,976</td>
<td>3,459,853</td>
<td>1,462,520</td>
</tr>
<tr>
<td>2012</td>
<td>10,967,575</td>
<td>3,575,530</td>
<td>1,460,860</td>
</tr>
<tr>
<td>2013</td>
<td>11,100,364</td>
<td>3,733,371</td>
<td>1,431,700</td>
</tr>
<tr>
<td>2014</td>
<td>11,268,102</td>
<td>4,011,914</td>
<td>1,467,320</td>
</tr>
<tr>
<td>2015</td>
<td>10,966,495</td>
<td>3,935,395</td>
<td>1,511,540</td>
</tr>
<tr>
<td>2016</td>
<td>10,273,350</td>
<td>3,501,554</td>
<td>1,481,860</td>
</tr>
</tbody>
</table>

SociCam, 2017

### Chart 10: BUS ARRIVALS AT BUS TERMINALS

<table>
<thead>
<tr>
<th></th>
<th>TIETÉ</th>
<th>BARRA FUNDA</th>
<th>JABAQUARA</th>
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</thead>
<tbody>
<tr>
<td>2005</td>
<td>475,002</td>
<td>172,346</td>
<td>75,266</td>
</tr>
<tr>
<td>2006</td>
<td>474,153</td>
<td>170,160</td>
<td>73,736</td>
</tr>
<tr>
<td>2007</td>
<td>475,213</td>
<td>173,731</td>
<td>70,798</td>
</tr>
<tr>
<td>2008</td>
<td>474,607</td>
<td>177,290</td>
<td>70,965</td>
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<tr>
<td>2009</td>
<td>458,910</td>
<td>174,240</td>
<td>72,716</td>
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<tr>
<td>2010</td>
<td>452,218</td>
<td>172,340</td>
<td>74,115</td>
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<td>2011</td>
<td>458,118</td>
<td>171,041</td>
<td>73,126</td>
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<tr>
<td>2012</td>
<td>469,470</td>
<td>175,090</td>
<td>73,043</td>
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<tr>
<td>2013</td>
<td>467,410</td>
<td>177,488</td>
<td>71,585</td>
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<tr>
<td>2014</td>
<td>473,434</td>
<td>176,476</td>
<td>74,093</td>
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<tr>
<td>2015</td>
<td>451,302</td>
<td>168,270</td>
<td>75,577</td>
</tr>
<tr>
<td>2016</td>
<td>420,272</td>
<td>156,466</td>
<td>73,276</td>
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</tbody>
</table>

SociCam, 2017

### Chart 11: TAX COLLECTING FROM SERVICES - CODE 13: TOURISM

<table>
<thead>
<tr>
<th></th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
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<tbody>
<tr>
<td>R$</td>
<td>87,096,373</td>
<td>100,389,928</td>
<td>110,839,300</td>
<td>124,149,276</td>
<td>125,111,879</td>
<td>158,737,854</td>
<td>199,583,291</td>
<td>236,077,140</td>
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</table>

Secretary of Finances, 2017

### Chart 12: HOTEL OCCUPANCY RATES (general)

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<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>TOTAL</td>
<td>67.00</td>
<td>67.31</td>
<td>61.37</td>
<td>68.54</td>
<td>69.29</td>
<td>65.99</td>
<td>65.55</td>
<td>63.81</td>
<td>61.42</td>
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</table>

Observatory of Tourism and Events, 2017

### Tabela 13: HOTEL OCCUPANCY RATES (categories in %)

<table>
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</tr>
</thead>
<tbody>
<tr>
<td>ECONOMIC</td>
<td>76.57</td>
<td>69.61</td>
<td>62.62</td>
<td>66.32</td>
<td>67.39</td>
<td>63.92</td>
<td>64.89</td>
<td>65.77</td>
<td>61.68</td>
<td>59.76</td>
</tr>
<tr>
<td>MIDSCALE</td>
<td>71.91</td>
<td>68.09</td>
<td>60.48</td>
<td>70.23</td>
<td>69.58</td>
<td>66.28</td>
<td>66.11</td>
<td>65.54</td>
<td>61.87</td>
<td>62.11</td>
</tr>
<tr>
<td>LUXURY</td>
<td>61.69</td>
<td>64.31</td>
<td>59.14</td>
<td>66.39</td>
<td>69.49</td>
<td>63.92</td>
<td>65.23</td>
<td>61.37</td>
<td>60.16</td>
<td>61.11</td>
</tr>
<tr>
<td>SUPERLUXURY</td>
<td>-</td>
<td>-</td>
<td>63.85</td>
<td>69.50</td>
<td>69.49</td>
<td>67.38</td>
<td>66.66</td>
<td>62.48</td>
<td>59.78</td>
<td>60.75</td>
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</table>

Observatory of Tourism and Events, 2017
Observatory of Tourism and Events, 2017

**Chart 14: AVERAGE DAILY HOTEL PRICES (general)**

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</tr>
</thead>
<tbody>
<tr>
<td>BRL TOTAL</td>
<td>159.06</td>
<td>176.51</td>
<td>196.13</td>
<td>205.73</td>
<td>240.34</td>
<td>295.19</td>
<td>312.11</td>
<td>327.72</td>
<td>316.75</td>
<td>295.10</td>
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Observatory of Tourism and Events, 2017

**Chart 15: AVERAGE DAILY HOTEL PRICES/ BRL (categories)**

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>ECONOMIC</td>
<td>67.68</td>
<td>59.72</td>
<td>54.72</td>
<td>88.16</td>
<td>102.88</td>
<td>154.23</td>
<td>161.79</td>
<td>173.52</td>
<td>214.11</td>
<td>205.84</td>
</tr>
<tr>
<td>MIDSCALE</td>
<td>134.71</td>
<td>150.95</td>
<td>160.21</td>
<td>165.83</td>
<td>162.55</td>
<td>262.62</td>
<td>269.31</td>
<td>275.76</td>
<td>284.64</td>
<td>270.68</td>
</tr>
<tr>
<td>LUXURY</td>
<td>311.86</td>
<td>298.34</td>
<td>260.44</td>
<td>227.23</td>
<td>243.90</td>
<td>380.06</td>
<td>372.20</td>
<td>373.50</td>
<td>402.00</td>
<td>384.94</td>
</tr>
<tr>
<td>SUPERLUXURY</td>
<td>-</td>
<td>-</td>
<td>506.14</td>
<td>496.22</td>
<td>534.51</td>
<td>728.62</td>
<td>780.46</td>
<td>723.86</td>
<td>735.72</td>
<td>691.45</td>
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</table>

Observatory of Tourism and Events, 2017

**Chart 16: AVERAGE OCCUPANCY RATES/ HOSTELS (general)**

<table>
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</thead>
<tbody>
<tr>
<td>% TOTAL</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>64.19</td>
<td>61.25</td>
<td>51.02</td>
<td>51.71</td>
<td>47.92</td>
<td>53.44</td>
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</tbody>
</table>

Observatory of Tourism and Events, 2017

**Chart 17: AVERAGE DAILY HOSTEL PRICES (general)**

<table>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>% TOTAL</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>41.93</td>
<td>43.06</td>
<td>46.74</td>
<td>55.29</td>
<td>52.19</td>
<td>53.36</td>
</tr>
</tbody>
</table>

Observatory of Tourism and Events, SPTuris, 2017
TOURIST ATTRACTIONS
SÃO PAULO CITY

Aquário
Autódromo
Arquitetura Civil
Arquitetura Religiosa/ Templo Religioso
Biblioteca
Cemitério
Centro Cultural
Estádio
Faculdade/ Universidade
Hipódromo
Mercado
Museu/ Galeria de Arte
Parque de Diversões
Planetário
Teatro/ Sala de Concertos
Zoológico

Observatory of Tourism and Events, SPTuris, 2017
The results of the study of the Demand of Tourism in the city of São Paulo are part of a survey conducted in 2015, with 7,500 interviews conducted at the main entrance gates of the city of São Paulo (airports, highways and road terminals). More information at pesquisa@spturis.com.