

*São Paulo*  
**turismo**

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# NATURAL RESOURCES IN URBAN TOURISM DESTINATIONS

2018 Global INSTO Meeting  
UNWTO Headquarters, Madrid, Spain, 22-23 october 2018



# INTRODUCTIONS



**Fabio Montanheiro is a tourism professional with more than 13 years of experience in data analysis, development and implementation of market research. Founding member of the Observatory of Tourism and Events of the City of São Paulo, first of the gender in Brazil and proud South American member in the International Network of Sustainable Tourism Observatories/ UNWTO.**

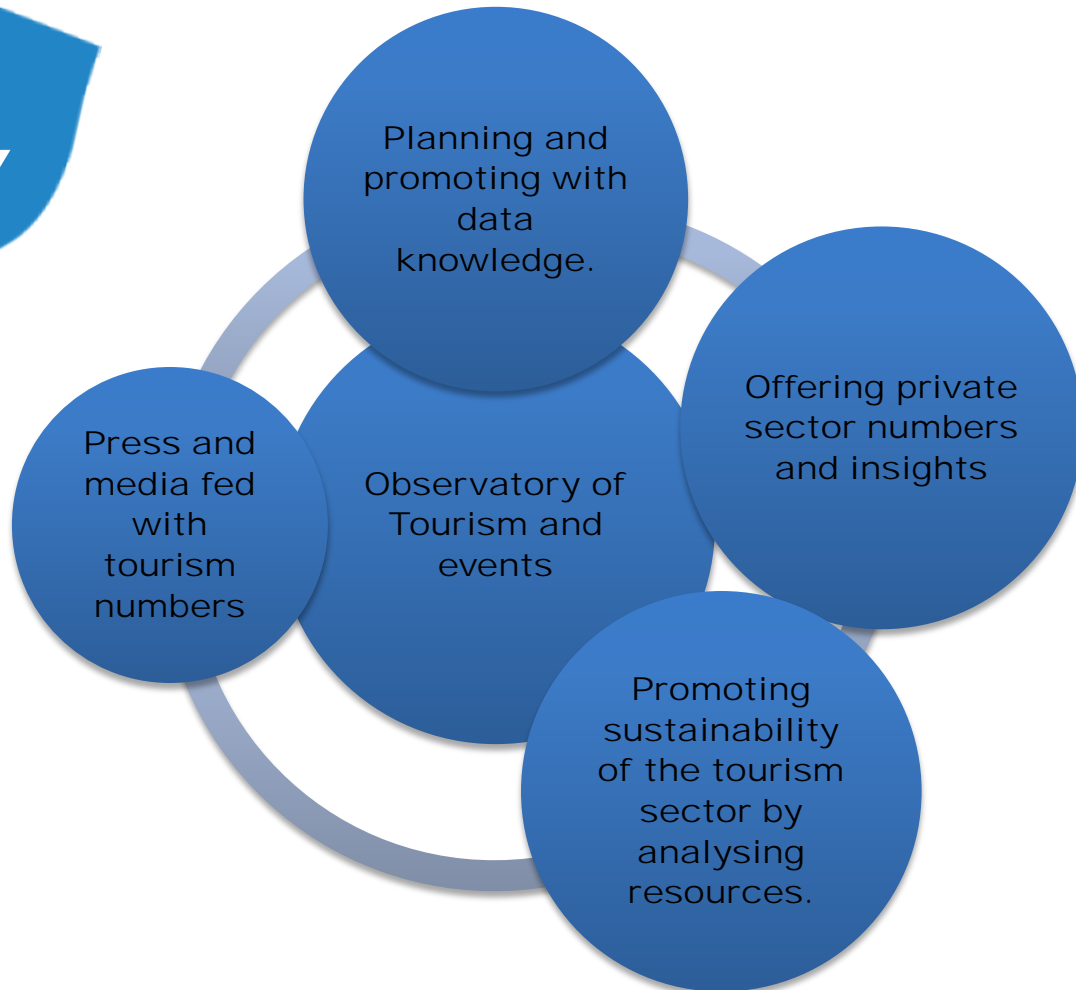
**Specialist in methodologies of economic and social impact of events in metropolis, he coordinates the most important data surveys of the genre, such as the Brazilian Grand Prix of Formula 1 and the FIFA World Cup in 2014.**

# OUR OBSERVATORY

Created in 2005, Observatory of Tourism and Events of São Paulo aims to monitor and periodically analyze tourism, events and the sector sustainability in the city. It is currently the main source of tourism data of the largest city in Brazil and one of the most important references regarding observatories in Brazil.



# OUR OBSERVATORY



# OUR OBSERVATORY

**Research the profile of the public in major events**

**It monitors the performance of tourism performance indicators (hotel, air and road flows, event spaces, natural resources);**

**Investigates the profile of segments of tourists visiting São Paulo;**

**Performs spatial analysis and geographical mapping of attractions;**

**Produces monthly reports and publications with technical analysis for the tourism market;**

# THE RESEARCH

WHAT ARE THE IMPACTS OF TOURIST ARRIVALS  
ON OUR NATURAL RESOURCES?

CAN WE MEASURE THAT IMPACT?

WHAT CONCLUSIONS CAN WE TAKE ON DATA ANALISYS?



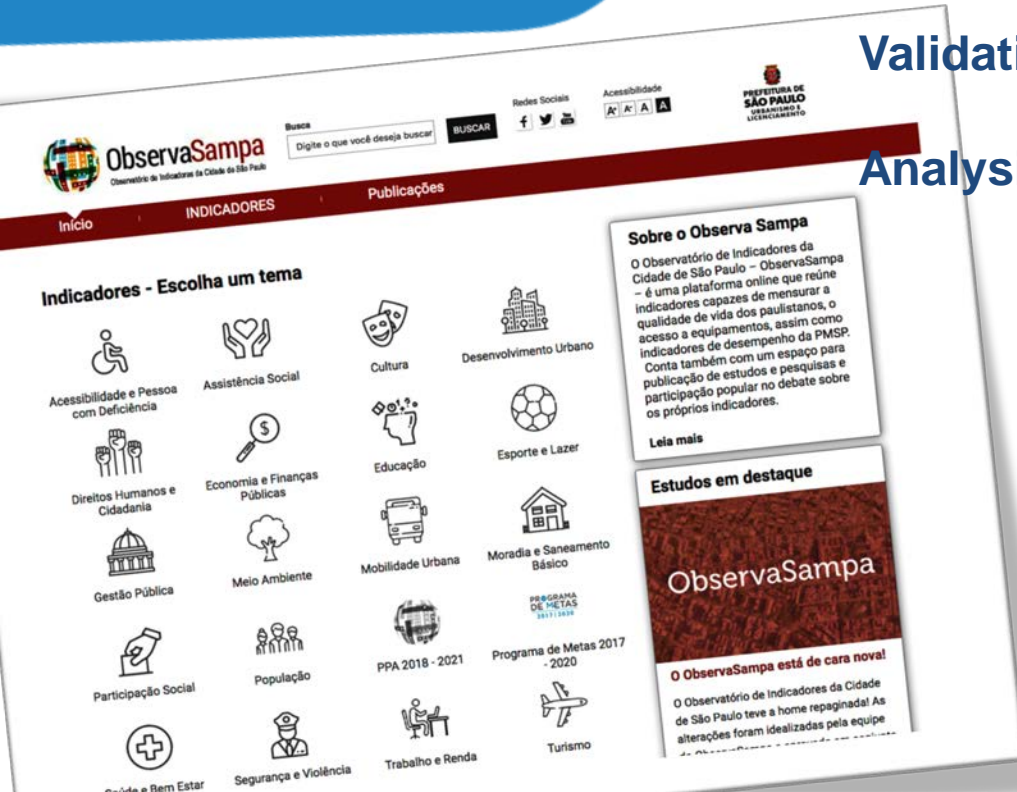
# THE METHODOLOGY

Official city data website with all resources

Specific period selected 2010/2017

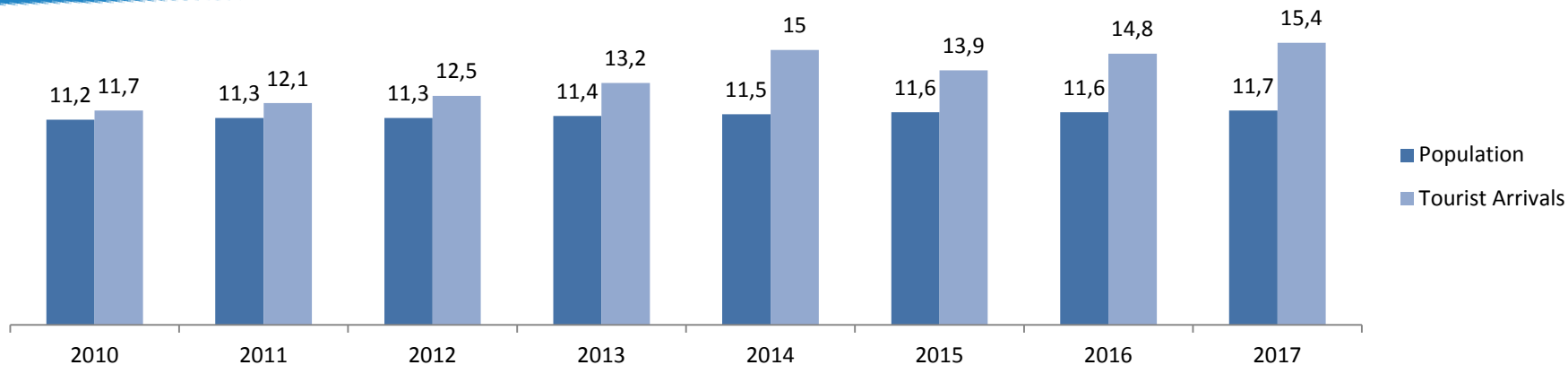
Validation with city hall team

Analysis focused on variation



# POPULATION VS. TOURIST ARRIVALS

IN MILLIONS

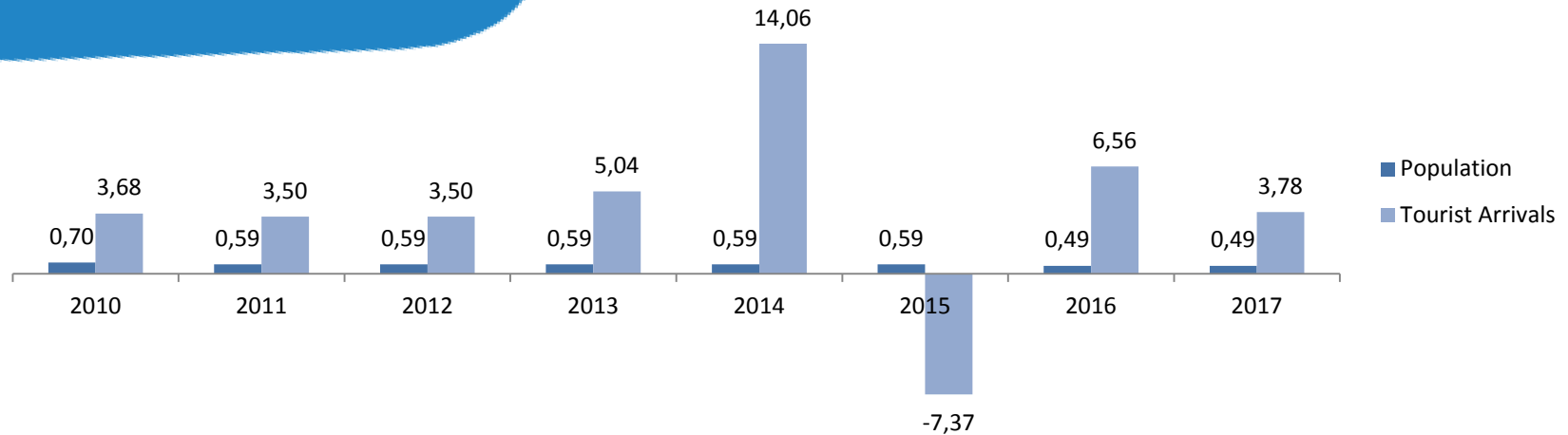


Average population growth: 0,58%/ year  
Average tourist arrivals growth: 4,1%/ year



# POPULATION VS. TOURIST ARRIVALS

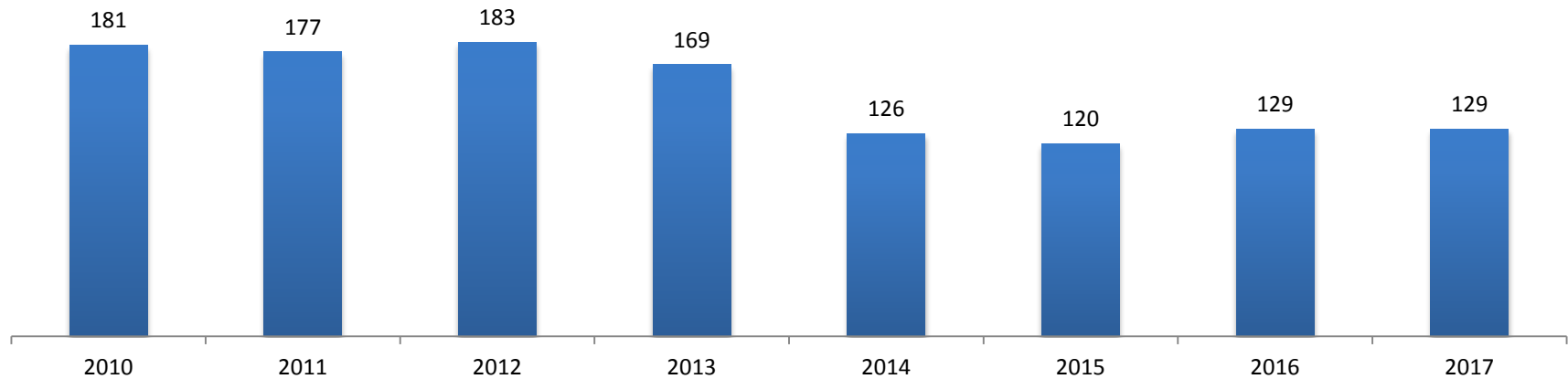
## VARIATION/ YEAR



Average population growth: 0,58%/ year  
Average tourist arrivals growth: 4,1%/ year

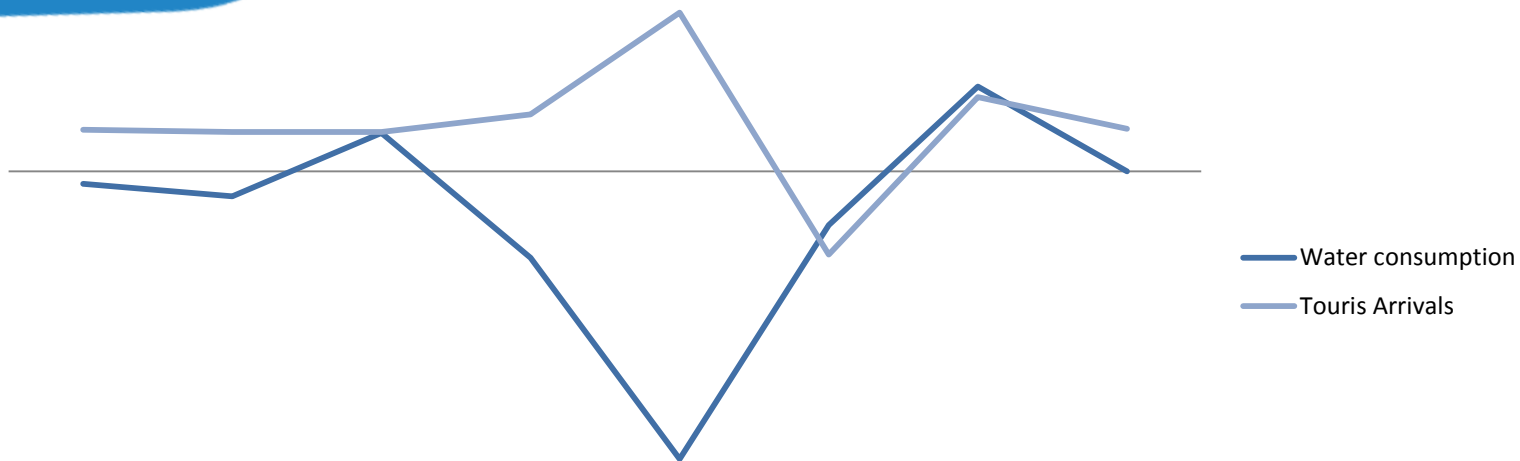
# WATER CONSUMPTION

LITERS/ DAY



# WATER CONSUMPTION

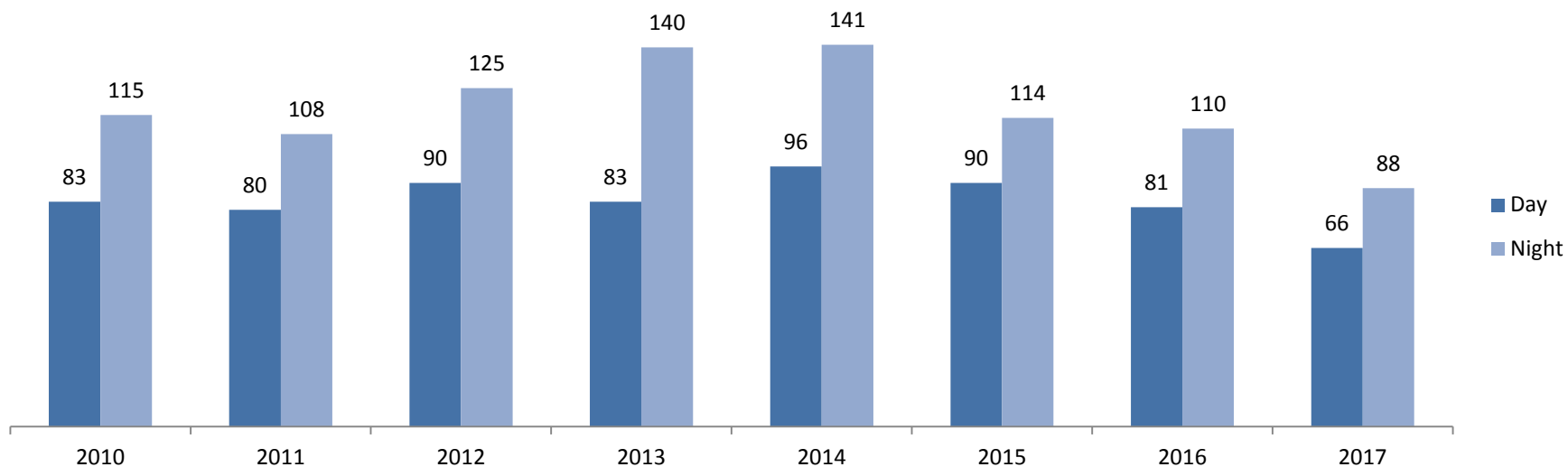
VARIATION/ YEAR IN %



|                   | 2010  | 2011  | 2012 | 2013  | 2014   | 2015  | 2016 | 2017 |
|-------------------|-------|-------|------|-------|--------|-------|------|------|
| Water consumption | -1,09 | -2,21 | 3,39 | -7,65 | -25,44 | -4,76 | 7,50 | 0,00 |
| Touris Arrivals   | 3,68  | 3,50  | 3,50 | 5,04  | 14,06  | -7,37 | 6,56 | 3,78 |

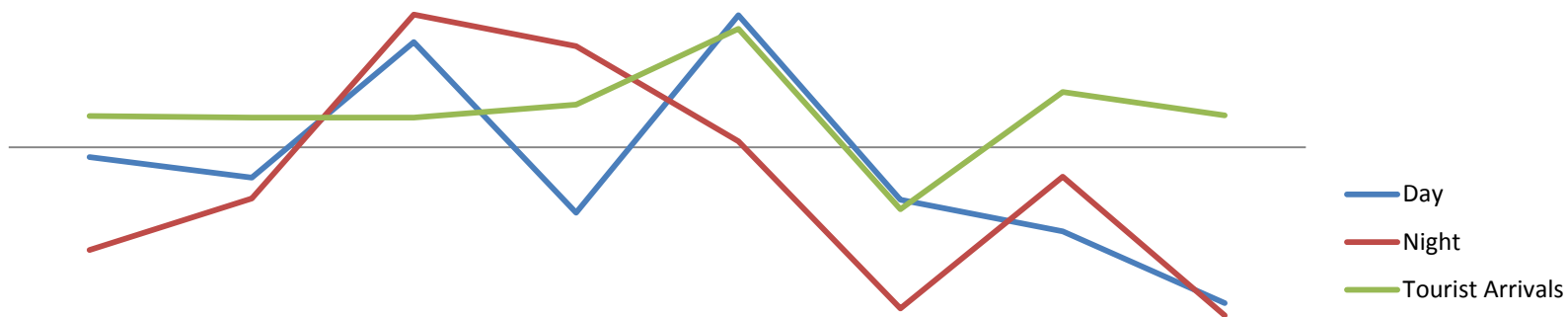
# TRANSPORT AND TRAFFIC

## AVERAGE KM/ DAY



# TRANSPORT AND TRAFFIC

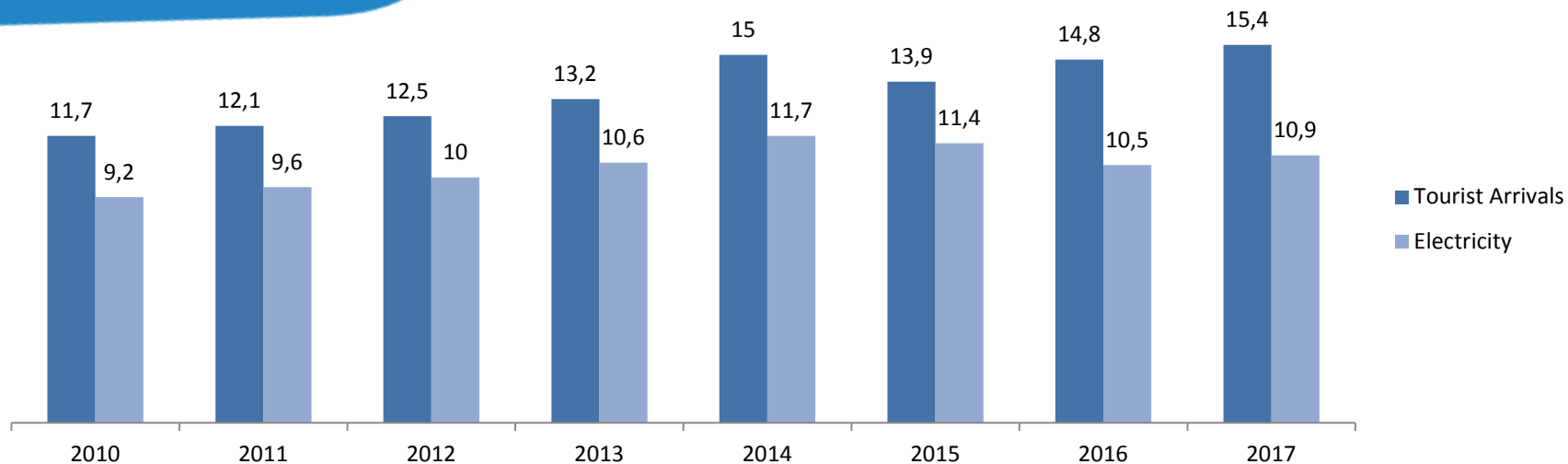
VARIATION/ YEAR IN %



|                  | 2010   | 2011  | 2012  | 2013  | 2014  | 2015   | 2016   | 2017   |
|------------------|--------|-------|-------|-------|-------|--------|--------|--------|
| Day              | -1,19  | -3,61 | 12,50 | -7,78 | 15,66 | -6,25  | -10,00 | -18,52 |
| Night            | -12,21 | -6,09 | 15,74 | 12,00 | 0,71  | -19,15 | -3,51  | -20,00 |
| Tourist Arrivals | 3,68   | 3,50  | 3,50  | 5,04  | 14,06 | -7,37  | 6,56   | 3,78   |

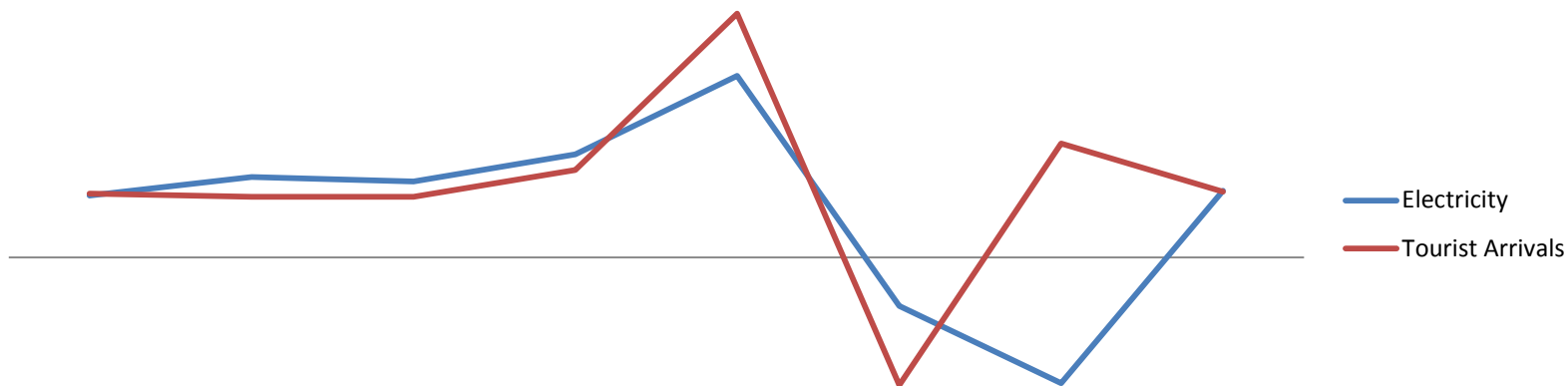
# ELECTRICITY CONSUMPTION

## AVERAGE Kw/HOUR (commerce and services)



# ELECTRICITY CONSUMPTION

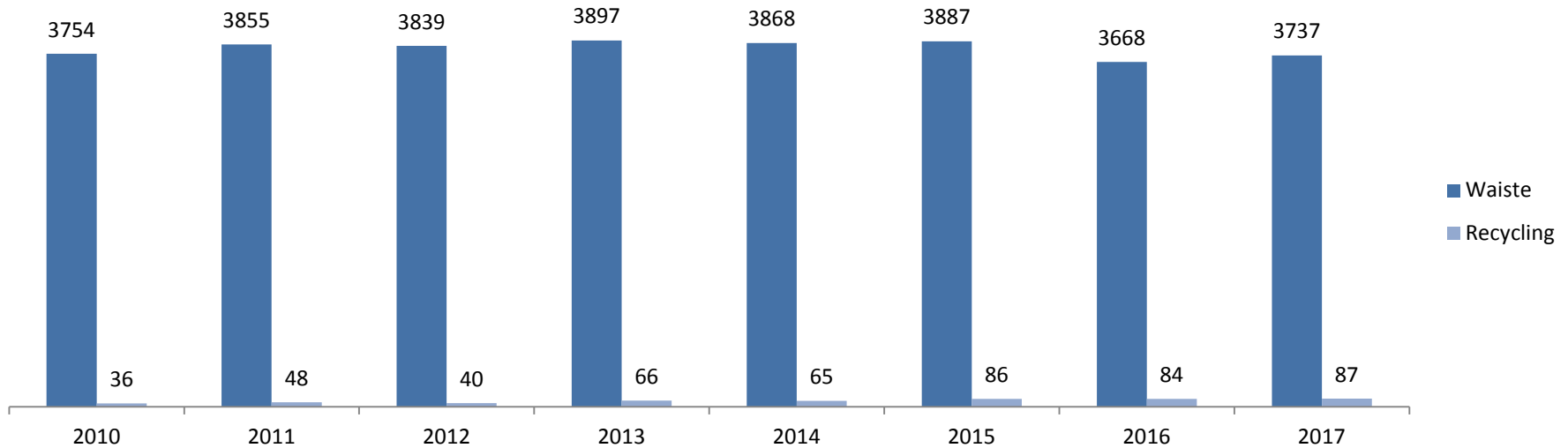
VARIATION/ YEAR IN %



|                  | 2010 | 2011 | 2012 | 2013 | 2014  | 2015  | 2016  | 2017 |
|------------------|------|------|------|------|-------|-------|-------|------|
| Electricity      | 3,57 | 4,63 | 4,37 | 5,94 | 10,48 | -2,81 | -7,27 | 3,84 |
| Tourist Arrivals | 3,68 | 3,50 | 3,50 | 5,04 | 14,06 | -7,37 | 6,56  | 3,78 |

# WAISTE AND RECYCLING

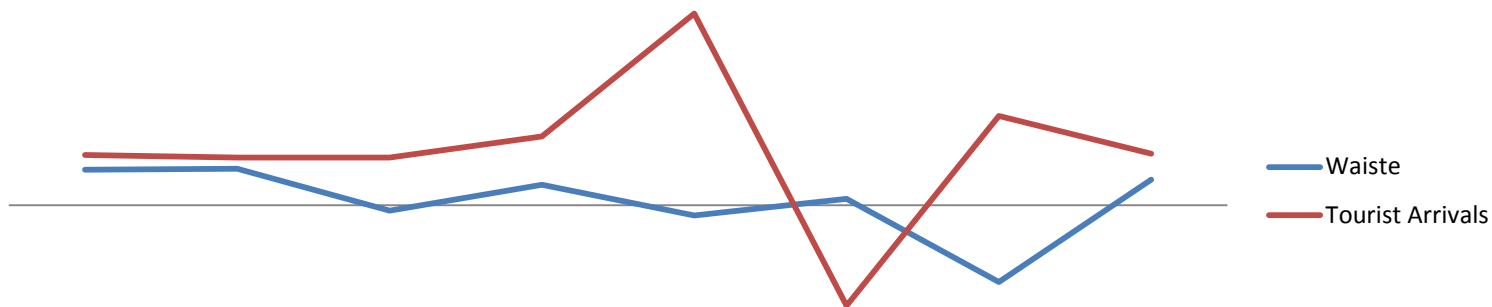
TONS/ YEAR





# WASTE AND RECYCLING

## VARIATION/ YEAR IN %



|                  | 2010 | 2011 | 2012  | 2013 | 2014  | 2015  | 2016  | 2017 |
|------------------|------|------|-------|------|-------|-------|-------|------|
| Waiste           | 2,62 | 2,68 | -0,40 | 1,51 | -0,75 | 0,48  | -5,63 | 1,89 |
| Tourist Arrivals | 3,68 | 3,50 | 3,50  | 5,04 | 14,06 | -7,37 | 6,56  | 3,78 |

# SUSTAINABILITY CONSIDERATIONS



RECOMMENDATIONS AND REPORTS SENT TO THE RESOURCES ADMINISTRATIONS,  
WITH APPOINTMENTS FOR THEM TO CONSIDER THE TOURIST ARRIVALS IN THEIR  
FORECASTS

STRONG RECCOMENDATIONS ON POWER AND WAISTE REDUCTION FOR HOTELS

FUTURE STUDIES FOR MONTHLY ANALYSIS ON THE GO

MORE DATA SOURCES TO BE AVAILABLE

# GENERAL CONSIDERATIONS



TOURIST MARKET WITH POSITIVE NUMBERS, ACCOMPANYING THE RECOVERY OF THE ECONOMY

SÃO PAULO GROWING AS DESTINATION OF LEISURE AND CULTURE FOR BRAZILIANS

MARKET DIVERSIFICATION: BETWEEN LEISURE EVENTS, INTERNATIONAL SHOWS, UNUSED TOURS AND EXPERIENCES

MARKET OF BUSINESS EVENTS, CONGRESSES AND CONVENTIONS - SEGMENT MOTOR IN THE CITY - REFLECTION OF THE ECONOMIC RECOVERY

SÃO PAULO: CITY OF THE WORLD, MAIN TOURIST DESTINY OF BRAZIL

# SÃO PAULO: CITY OF THE WORLD

Facts and figures of business, events, travel and tourism in the city of São Paulo

2018 Edition

**Material produced by the Observatory of Tourism and Events in partnership with the São Paulo Convention & Visitors Bureau.**

**Unify and standardize the data of the business sector, events, travel and tourism in the city of São Paulo.**

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**OBSERVATÓRIO**  
DE TURISMO E EVENTOS



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