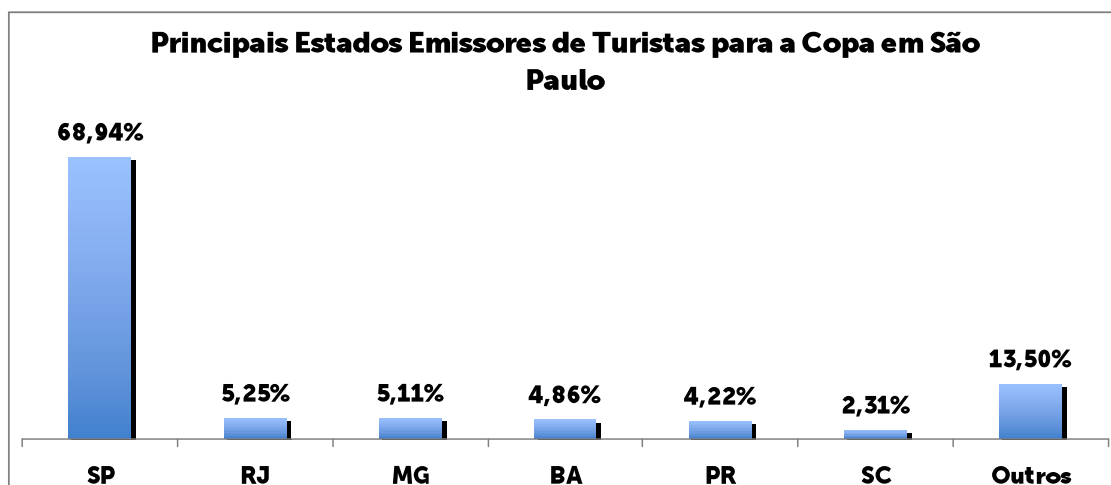
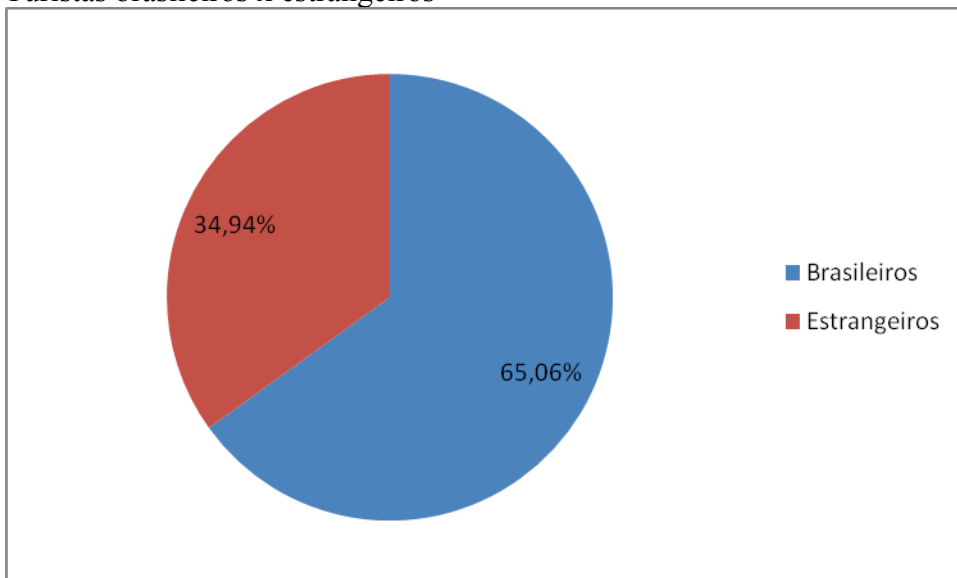


RESULTADOS FINAIS DA PESQUISA DE PERFIL DO TORCEDOR DA COPA DO MUNDO DA FIFA BRASIL 2014 EM SÃO PAULO

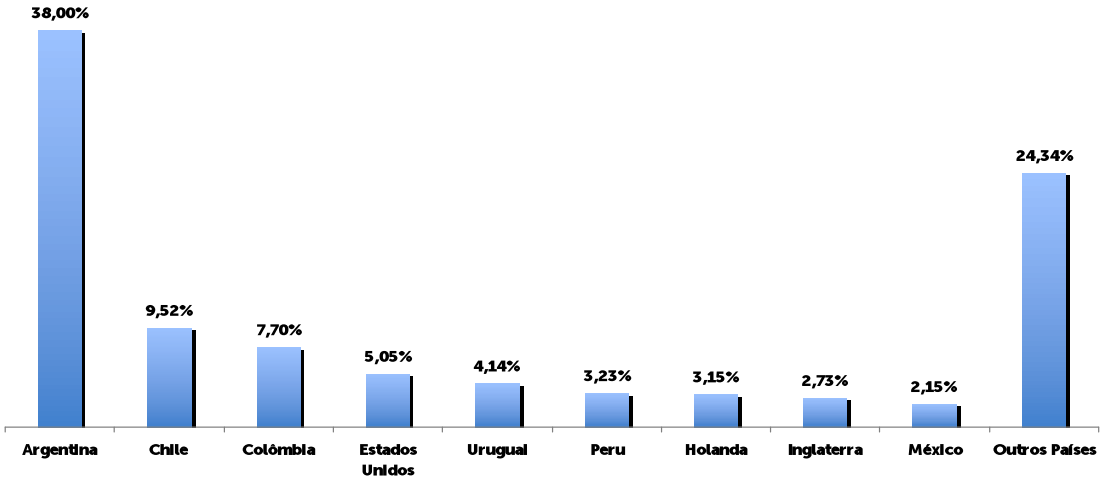
7683 ENTREVISTAS ENTRE OS DIAS 11 DE JUNHO E 13 DE JULHO

ESTÁDIO, FAN FEST, ATRATIVOS TURÍSTICOS E ÁREAS DE GRANDE CIRCULAÇÃO NA CIDADE

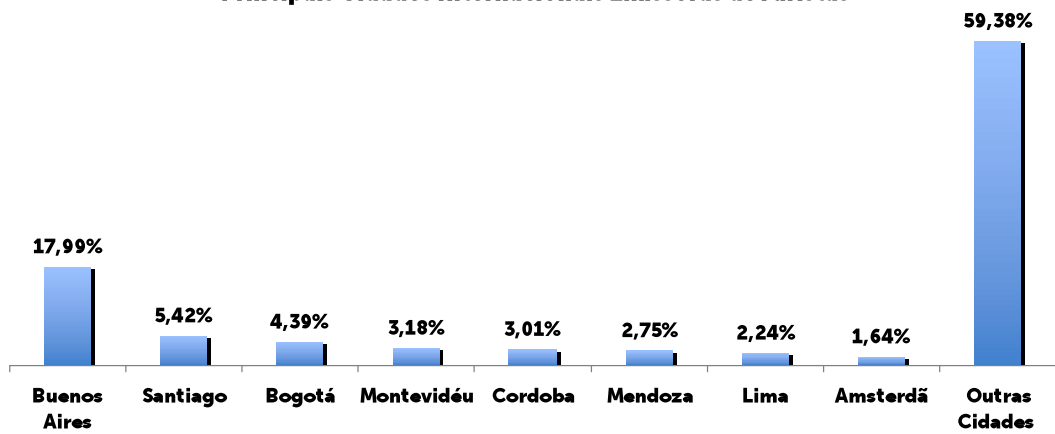
Turistas brasileiros x estrangeiros



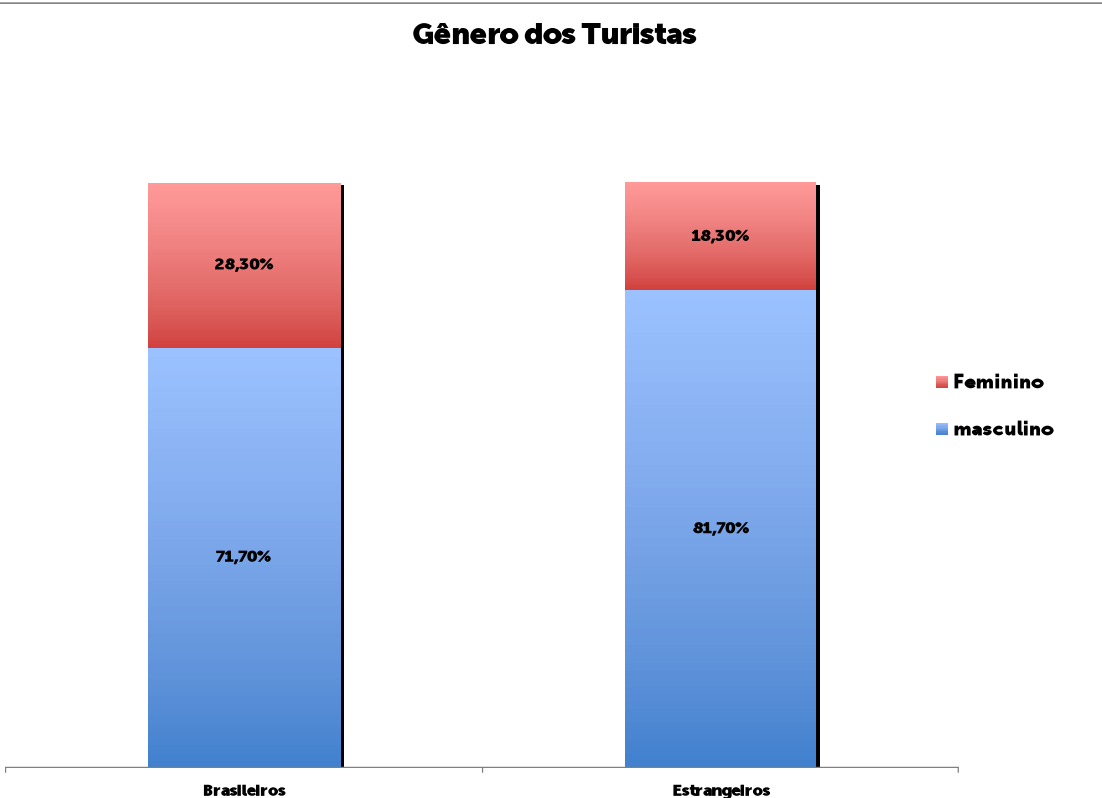
Principais Países Emissores de Turistas para São Paulo

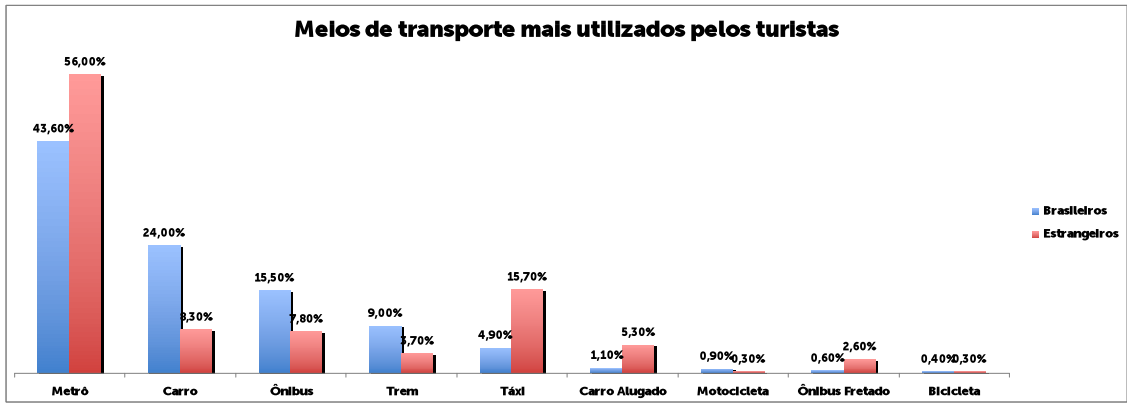
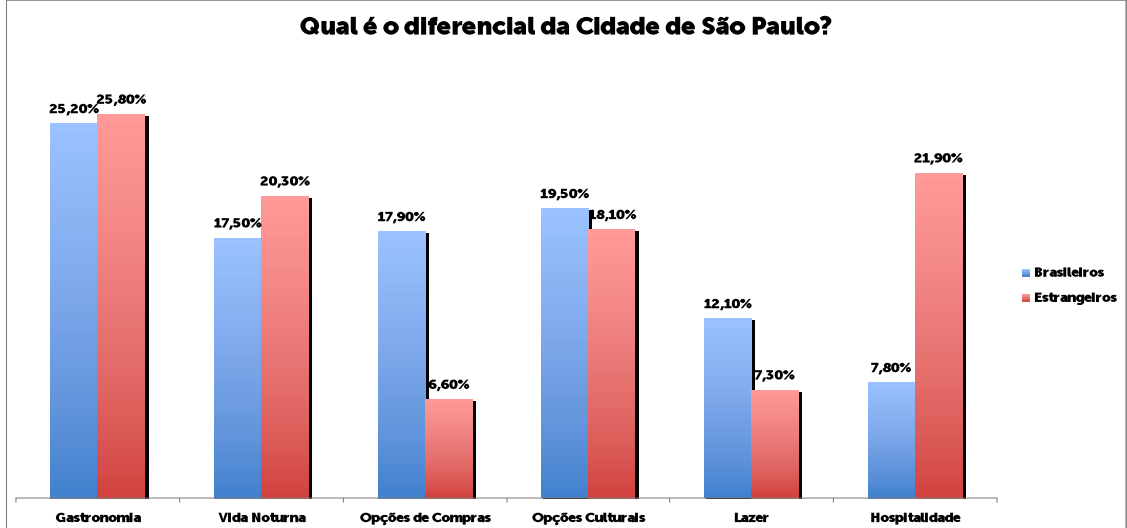
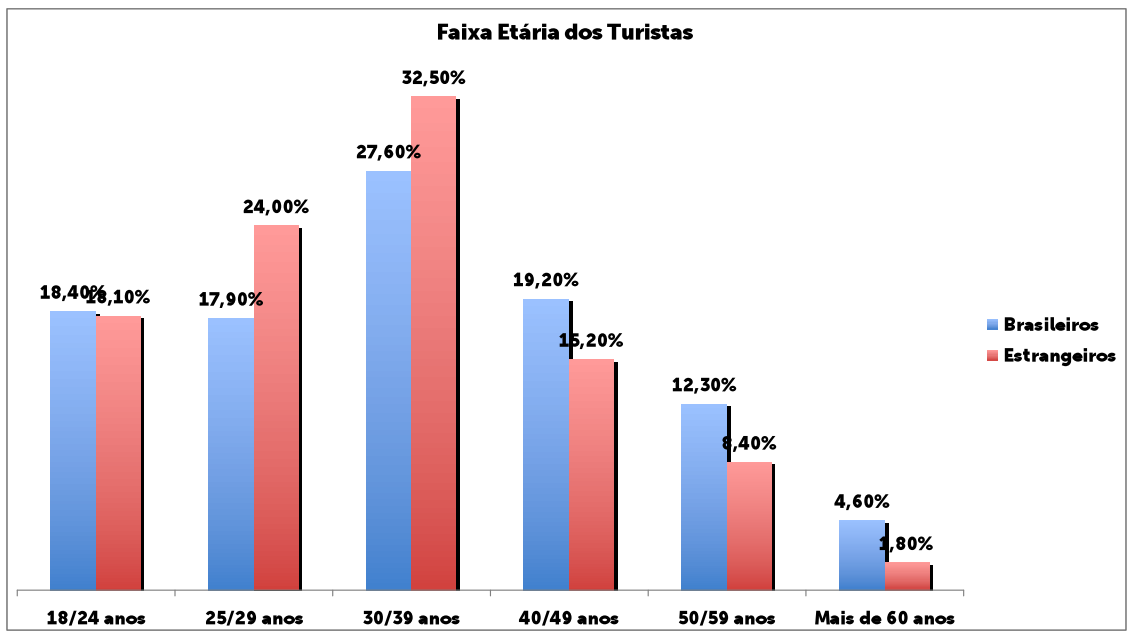


Principais Cidades Internacionais Emissoras de Turistas



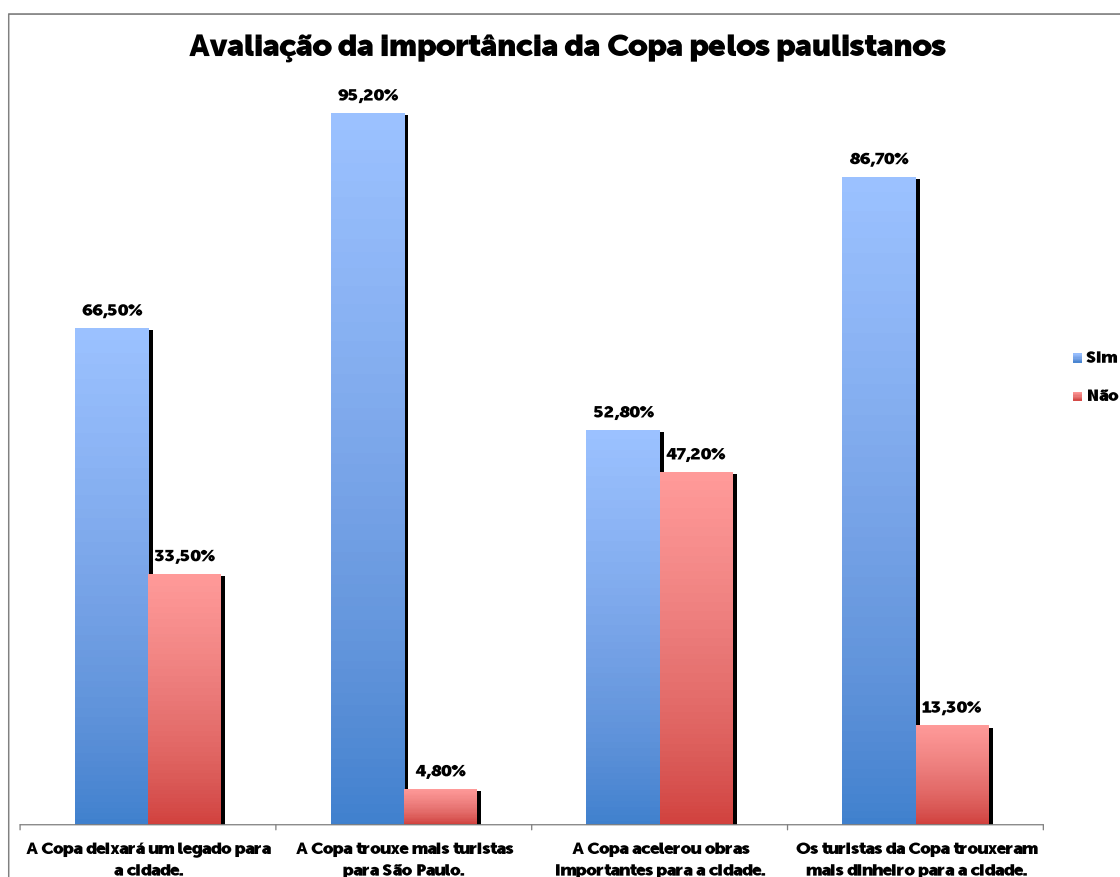
Gênero dos Turistas



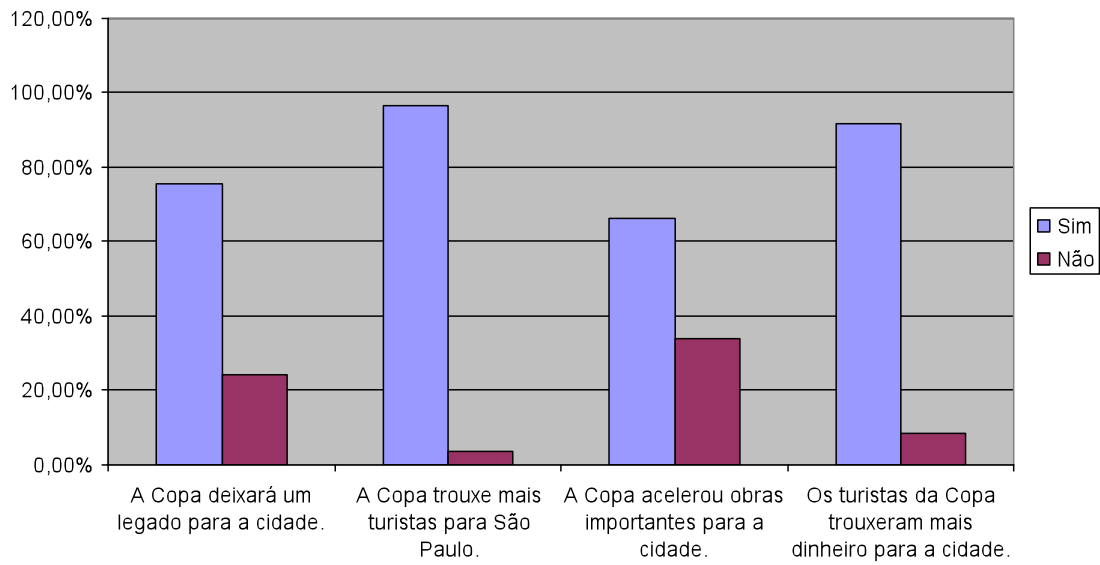


BRASILEIROS	Ótimo	Bom	Regular	Ruim	Péssimo	Não Avaliou
Hospedagem	17,30%	38,90%	10,50%	1,20%	1,00%	31,10%
Mobilidade/ Transporte	9,20%	41,10%	27,30%	11,60%	8,40%	2,40%
Informação Turística	9,40%	45,00%	25,30%	6,10%	2,60%	11,60%
Vida Noturna/ bares	29,40%	44,80%	7,40%	1,50%	0,60%	16,30%
Gastronomia	43,30%	45,10%	6,10%	0,70%	0,50%	4,30%
Compras	21,60%	56,00%	13,70%	2,70%	1,50%	4,50%
Oferta Cultural	21,20%	51,50%	18,00%	2,90%	1,30%	5,10%
Infraestrutura Geral	8,20%	46,30%	35,50%	6,00%	2,80%	1,20%

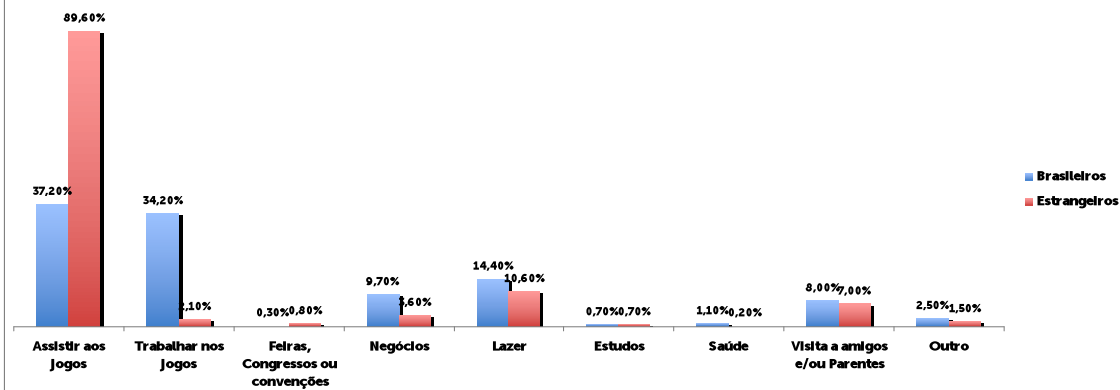
ESTRANGEIROS	Ótimo	Bom	Regular	Ruim	Péssimo	Não Avaliou
Hospedagem	22,60%	50,00%	11,60%	1,20%	0,30%	14,30%
Mobilidade/ Transporte	26,10%	55,30%	11,10%	1,70%	1,20%	4,60%
Informação Turística	20,50%	49,50%	17,50%	3,60%	2,10%	6,80%
Vida Noturna/ bares	26,00%	41,90%	8,50%	1,30%	0,40%	21,90%
Gastronomia	30,10%	51,90%	10,40%	1,50%	0,30%	5,80%
Compras	20,30%	46,90%	15,80%	3,20%	1,20%	12,60%
Oferta Cultural	20,70%	49,70%	14,70%	1,60%	0,60%	12,70%
Infraestrutura Geral	19,40%	57,80%	17,10%	2,70%	0,70%	2,30%



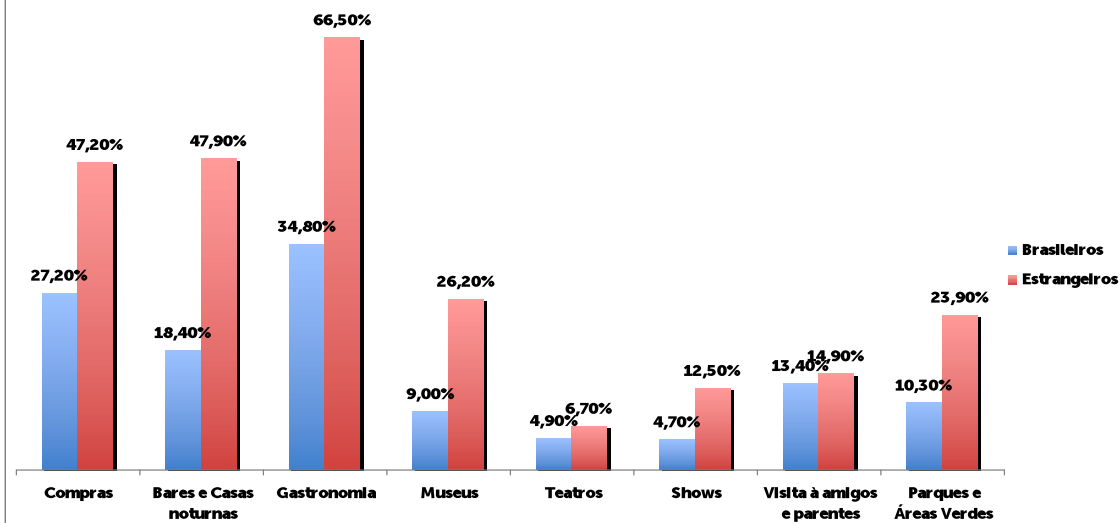
Avaliação da Importância da Copa pelos Turistas



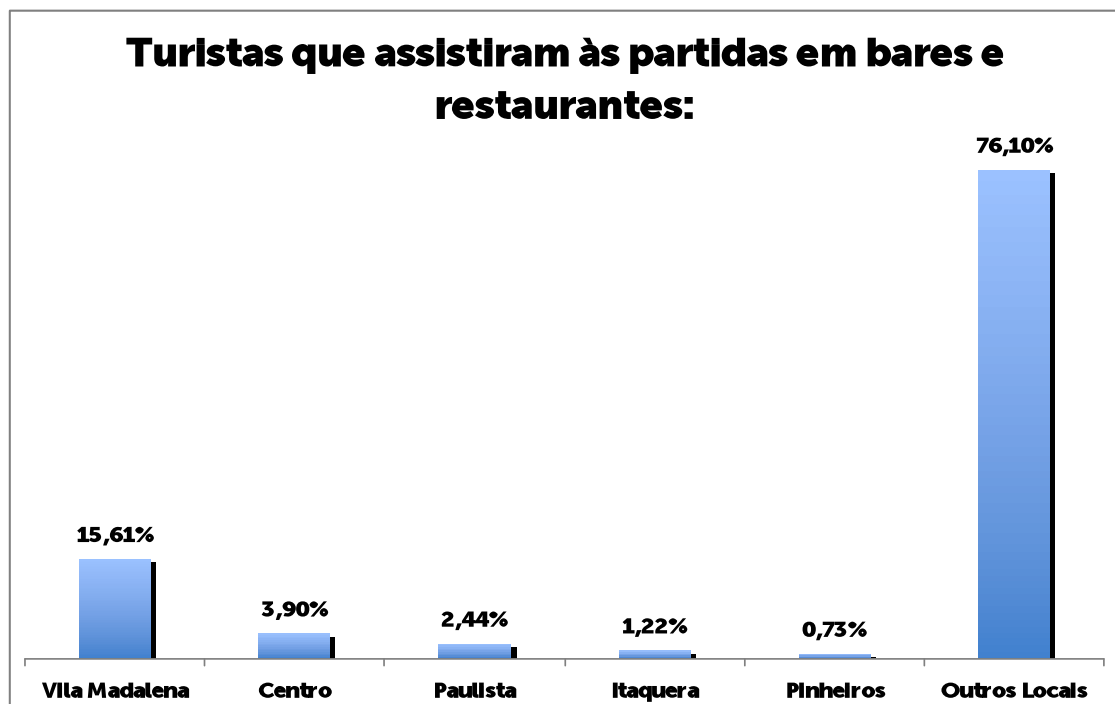
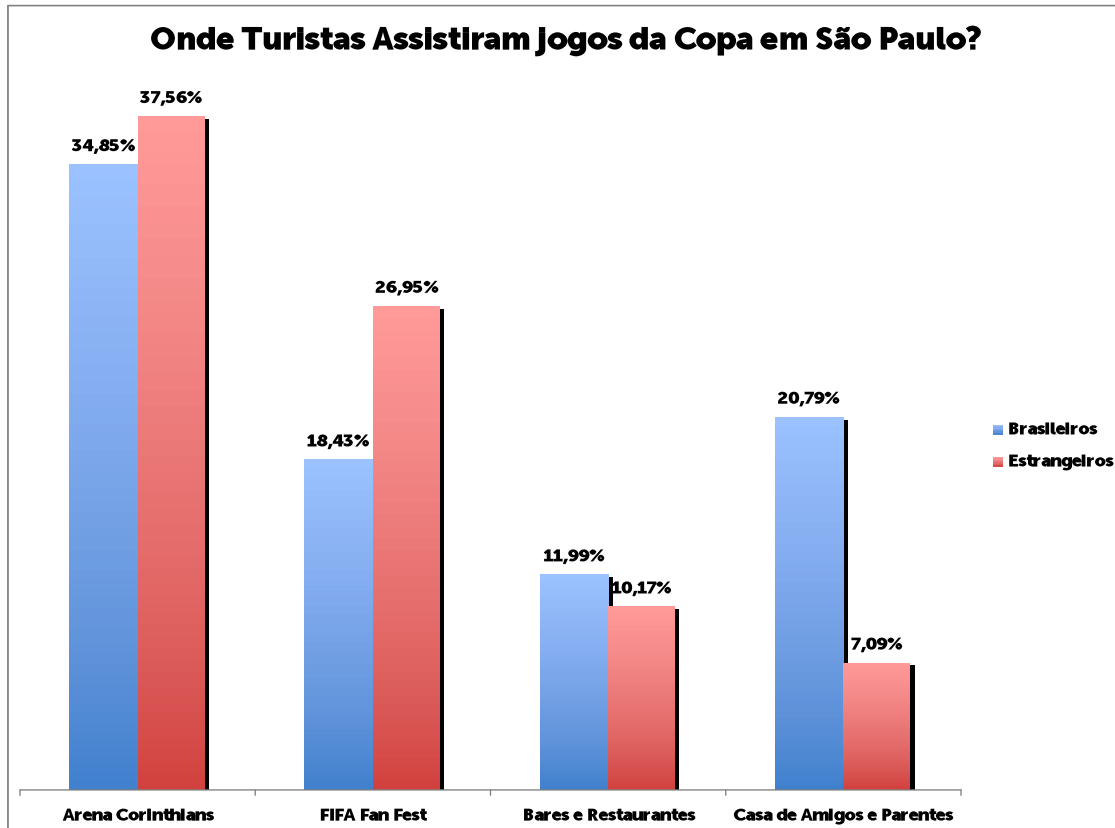
Motivo predominante da viagem



Atividades realizadas na cidade de São Paulo



	Brasileiros	Estrangeiros
Permanência na cidade	4,4	8,3
Gasto médio individual no período em R\$	2249	4911



Principais Atrativos visitados pelos turistas

