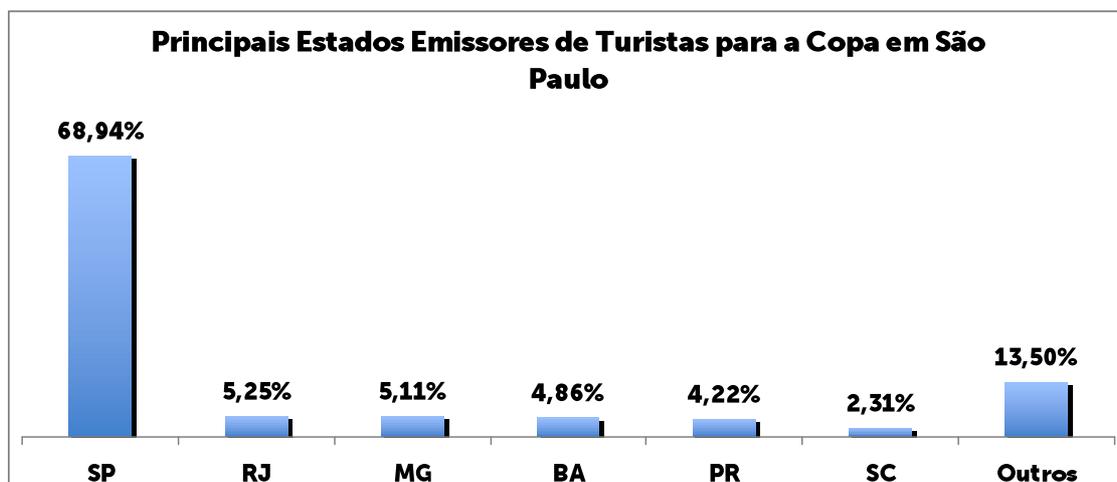
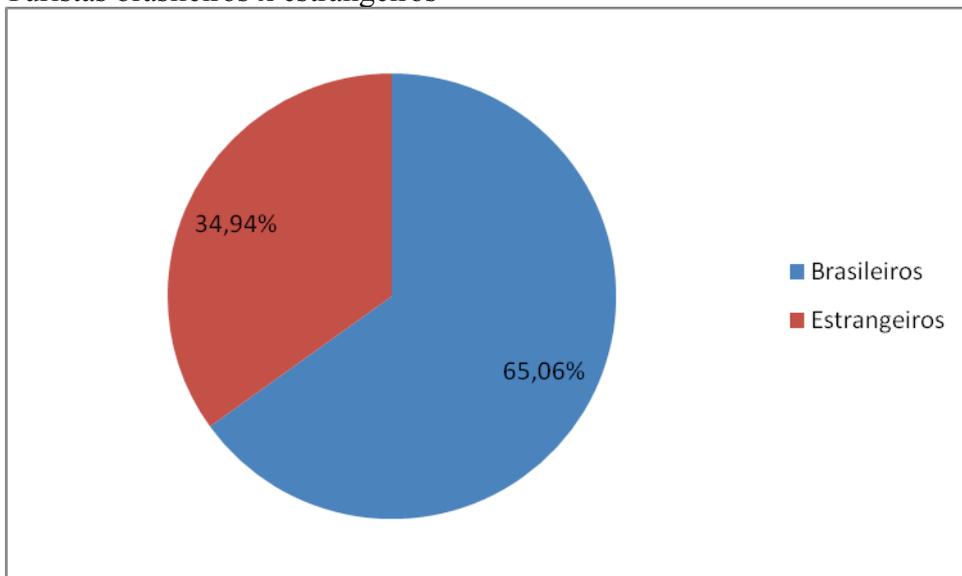


# RESULTADOS FINAIS DA PESQUISA DE PERFIL DO TORCEDOR DA COPA DO MUNDO DA FIFA BRASIL 2014 EM SÃO PAULO

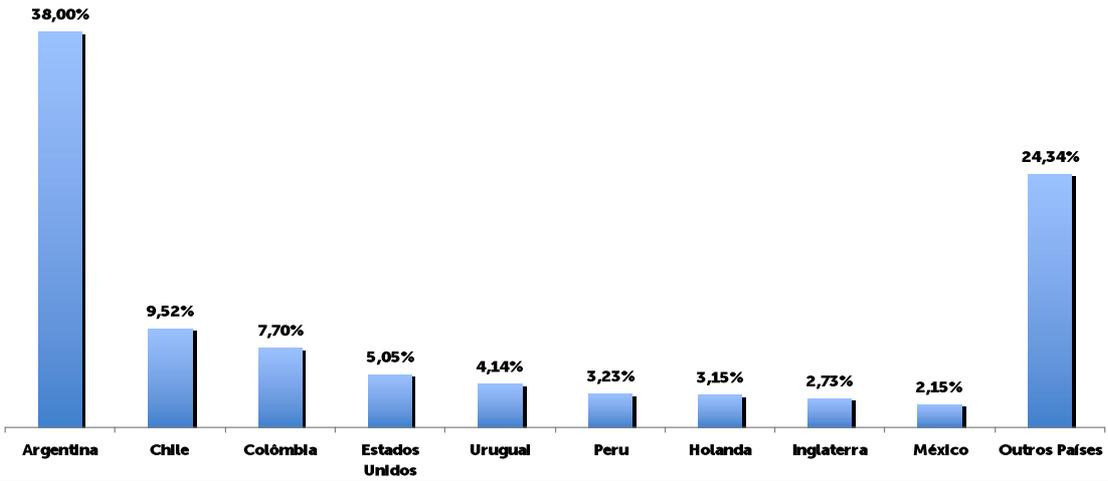
7683 ENTREVISTAS ENTRE OS DIAS 11 DE JUNHO E 13 DE JULHO

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

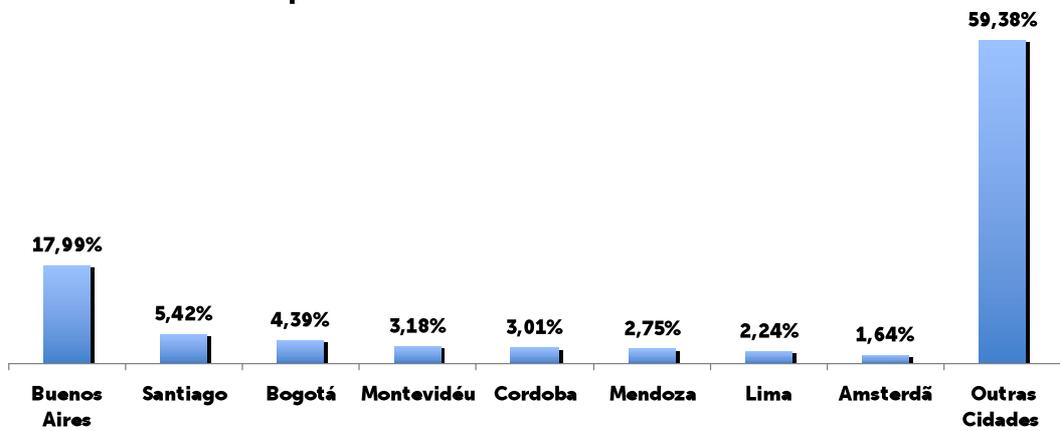
Turistas brasileiros x estrangeiros



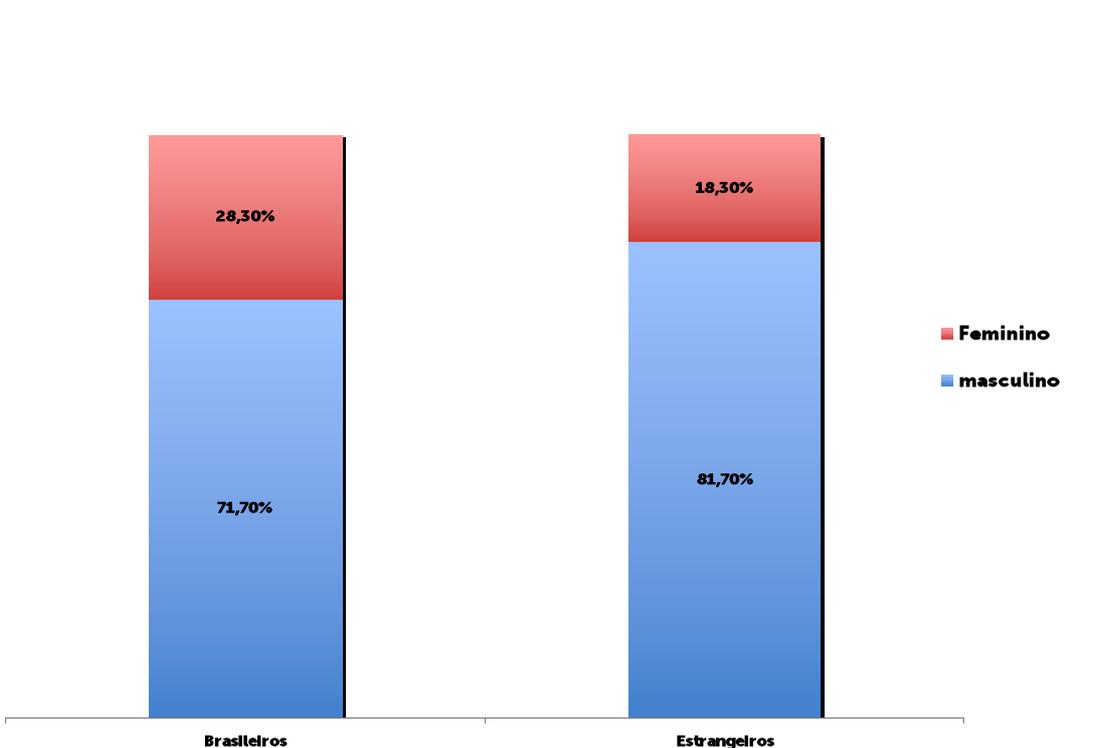
### Principais Países Emissores de Turistas para São Paulo

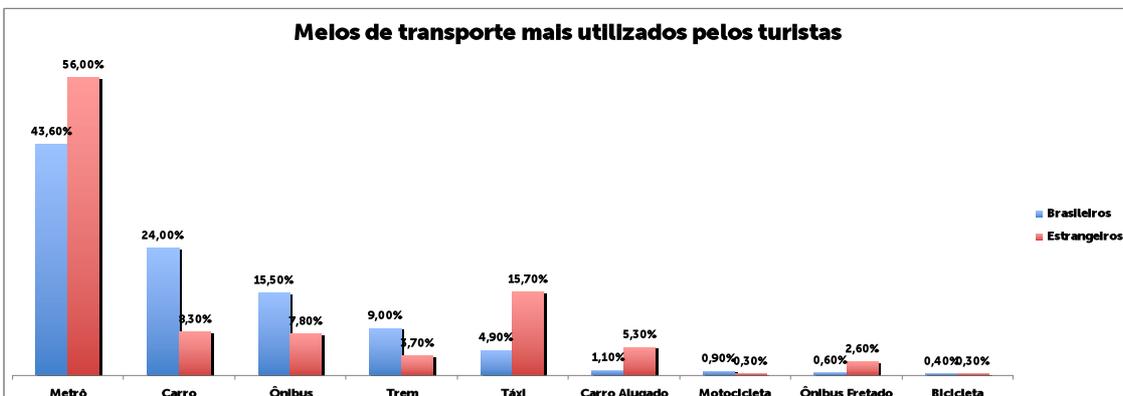
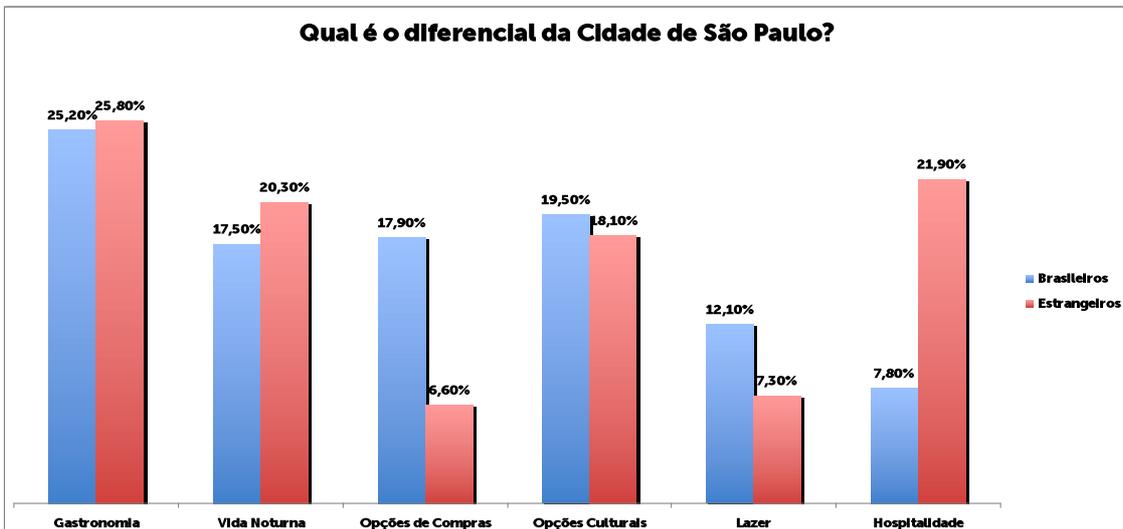
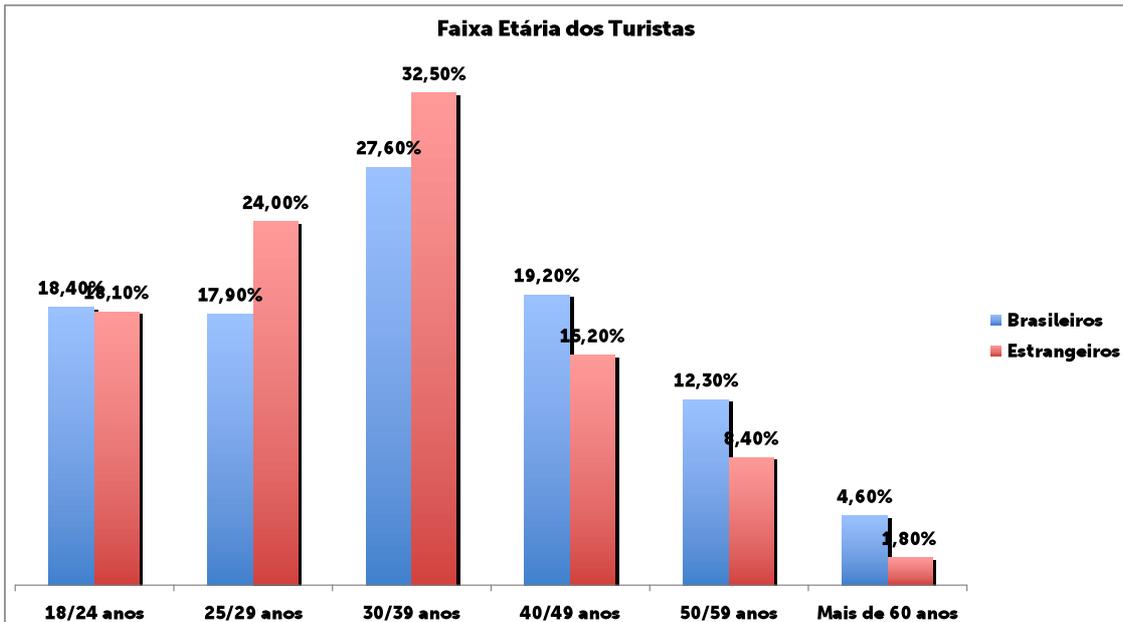


### Principais Cidades Internacionais Emissoras de Turistas



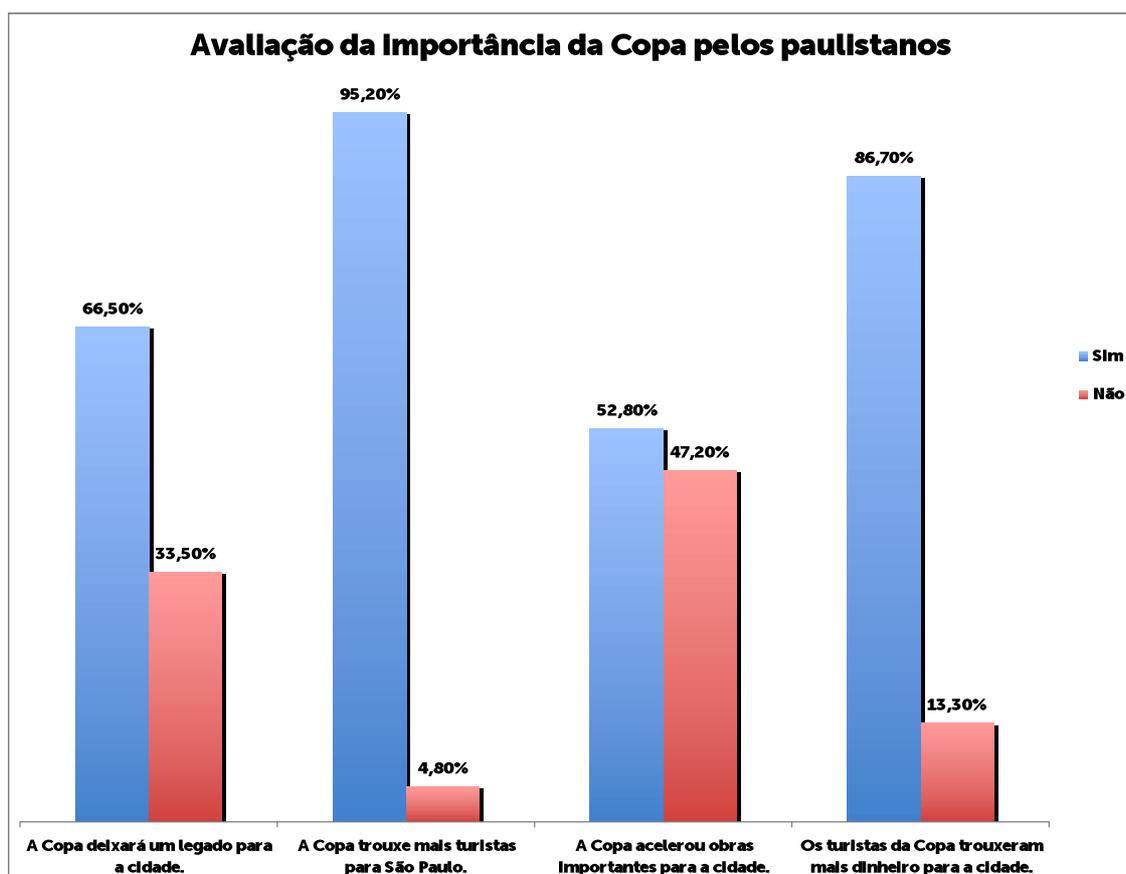
### Gênero dos Turistas



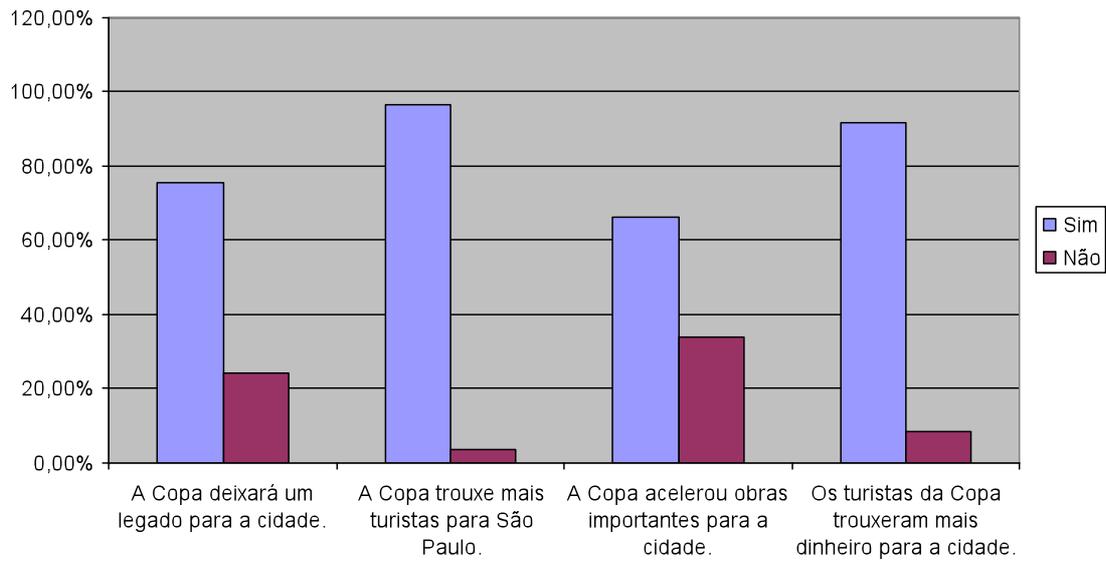


BRASILEIROS	Ótimo	Bom	Regular	Ruim	Péssimo	Não Avaliou
Hospedagem	17,30%	38,90%	10,50%	1,20%	1,00%	31,10%
Mobilidade/ Transporte	9,20%	41,10%	27,30%	11,60%	8,40%	2,40%
Informação Turística	9,40%	45,00%	25,30%	6,10%	2,60%	11,60%
Vida Noturna/ bares	29,40%	44,80%	7,40%	1,50%	0,60%	16,30%
Gastronomia	43,30%	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%

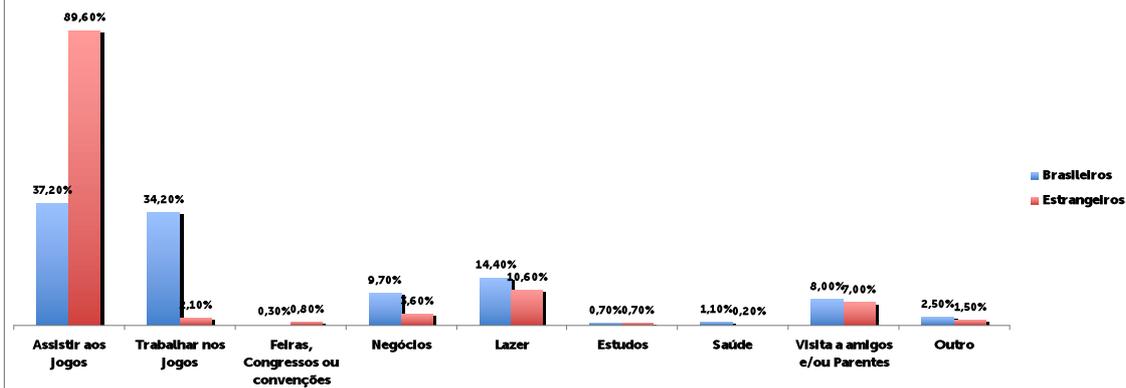
ESTRANGEIROS	Ótimo	Bom	Regular	Ruim	Péssimo	Não Avaliou
Hospedagem	22,60%	50,00%	11,60%	1,20%	0,30%	14,30%
Mobilidade/ Transporte	26,10%	55,30%	11,10%	1,70%	1,20%	4,60%
Informação Turística	20,50%	49,50%	17,50%	3,60%	2,10%	6,80%
Vida Noturna/ bares	26,00%	41,90%	8,50%	1,30%	0,40%	21,90%
Gastronomia	30,10%	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%



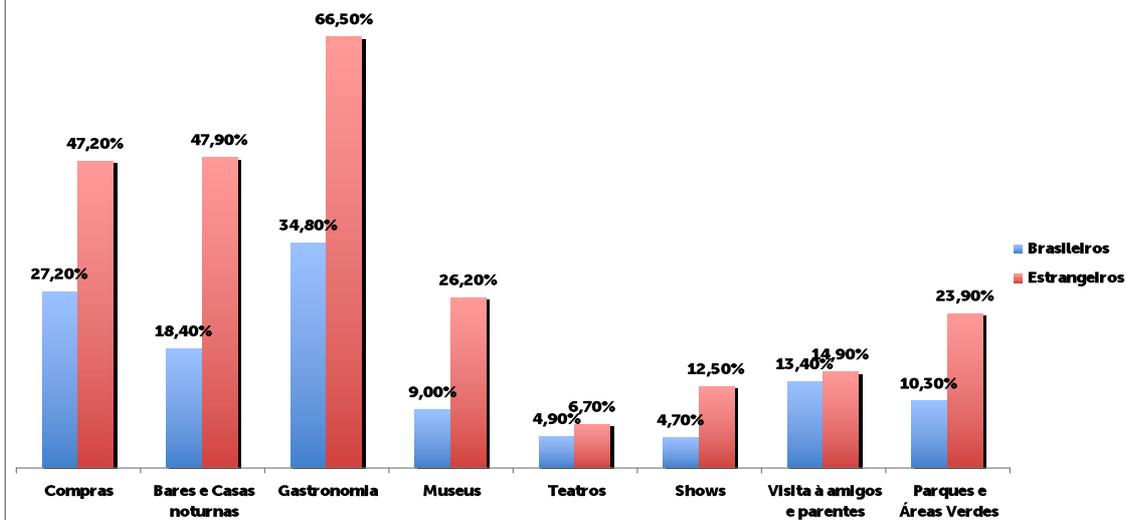
### Avaliação da Importância da Copa pelos Turistas



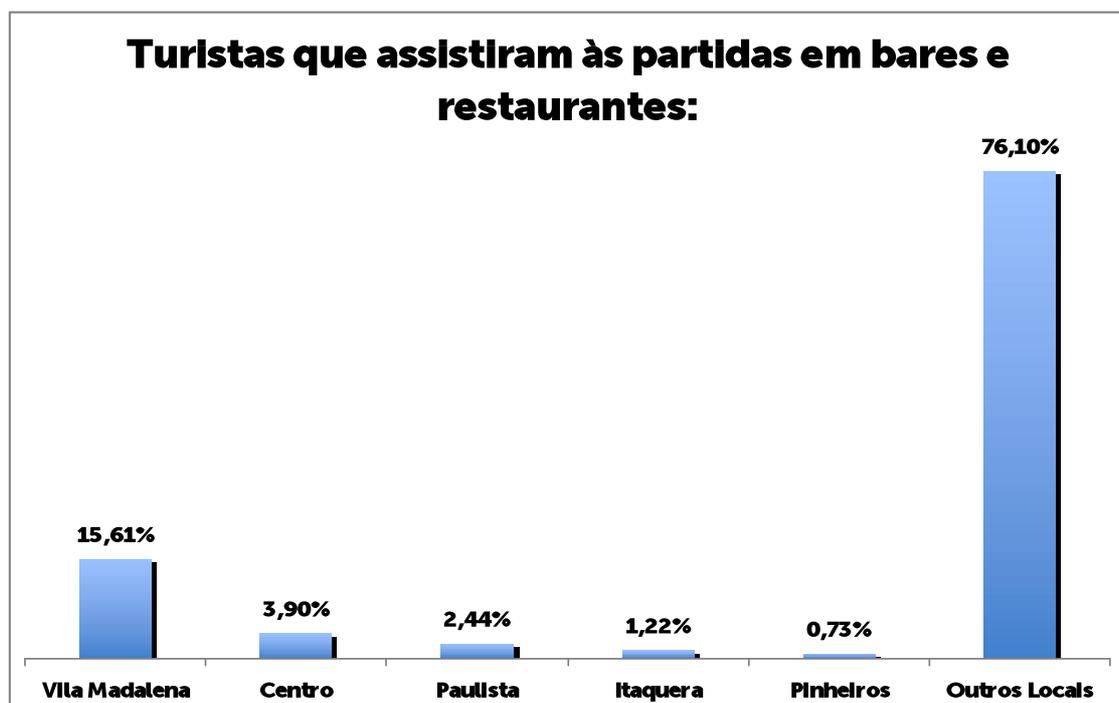
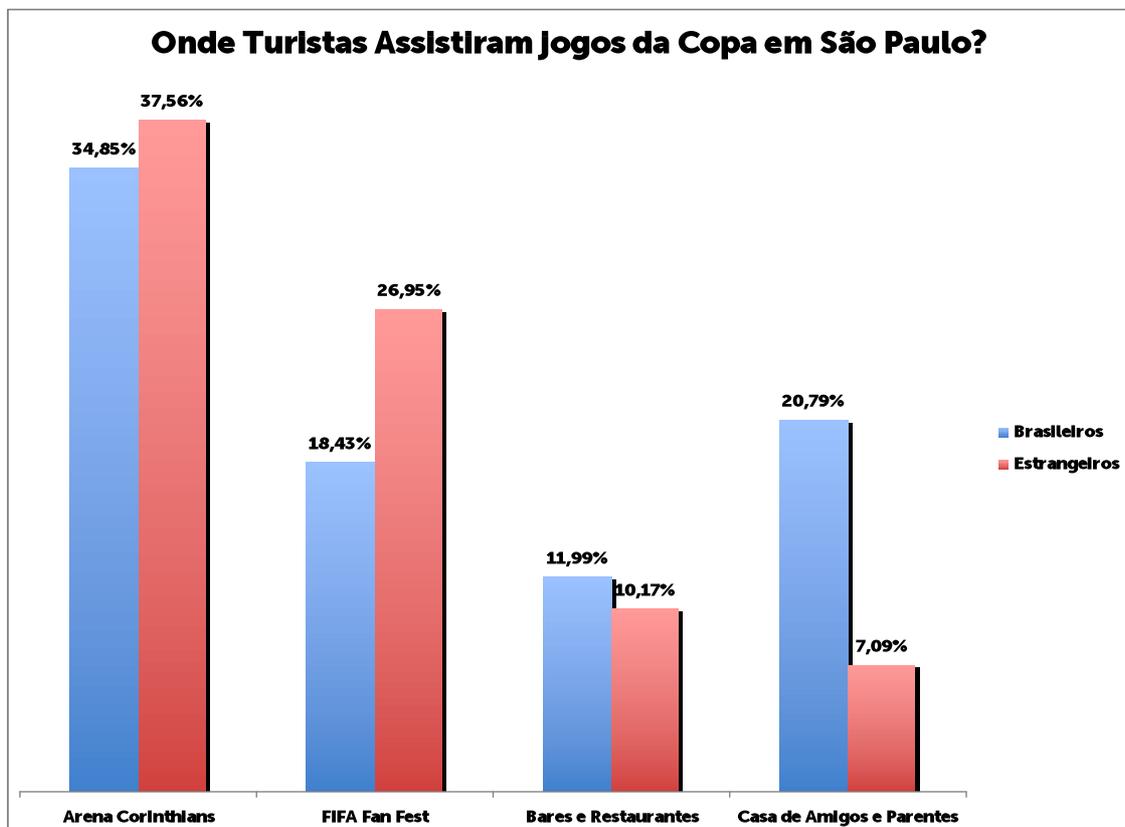
### Motivo predominante da viagem



### Atividades realizadas na cidade de São Paulo



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



**Principais Atrativos visitados pelos turistas**

