



FÓRUM
NACIONAL DA
HOTELARIA



VISITE SÃO PAULO
convention bureau



União Nacional de CVBs e Entidades de Destinos

No livro O Pequeno Príncipe,
Exupéry escreveu que...

“O essencial é invisível aos olhos”



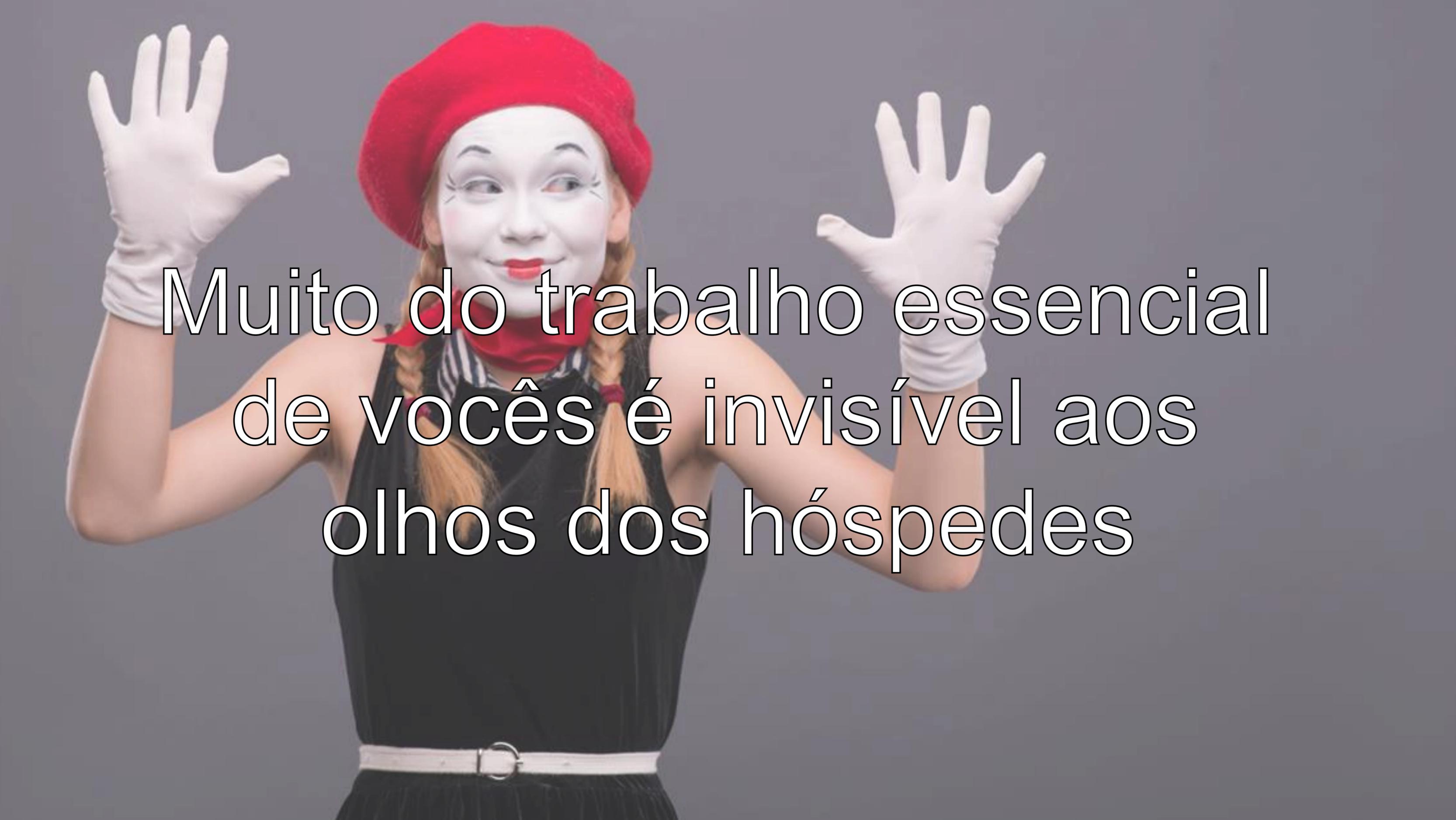
Essa frase pode ser
interpretada de várias formas

E hoje vou falar sobre uma delas



A INVISIBILIDADE DO ESSENCIAL

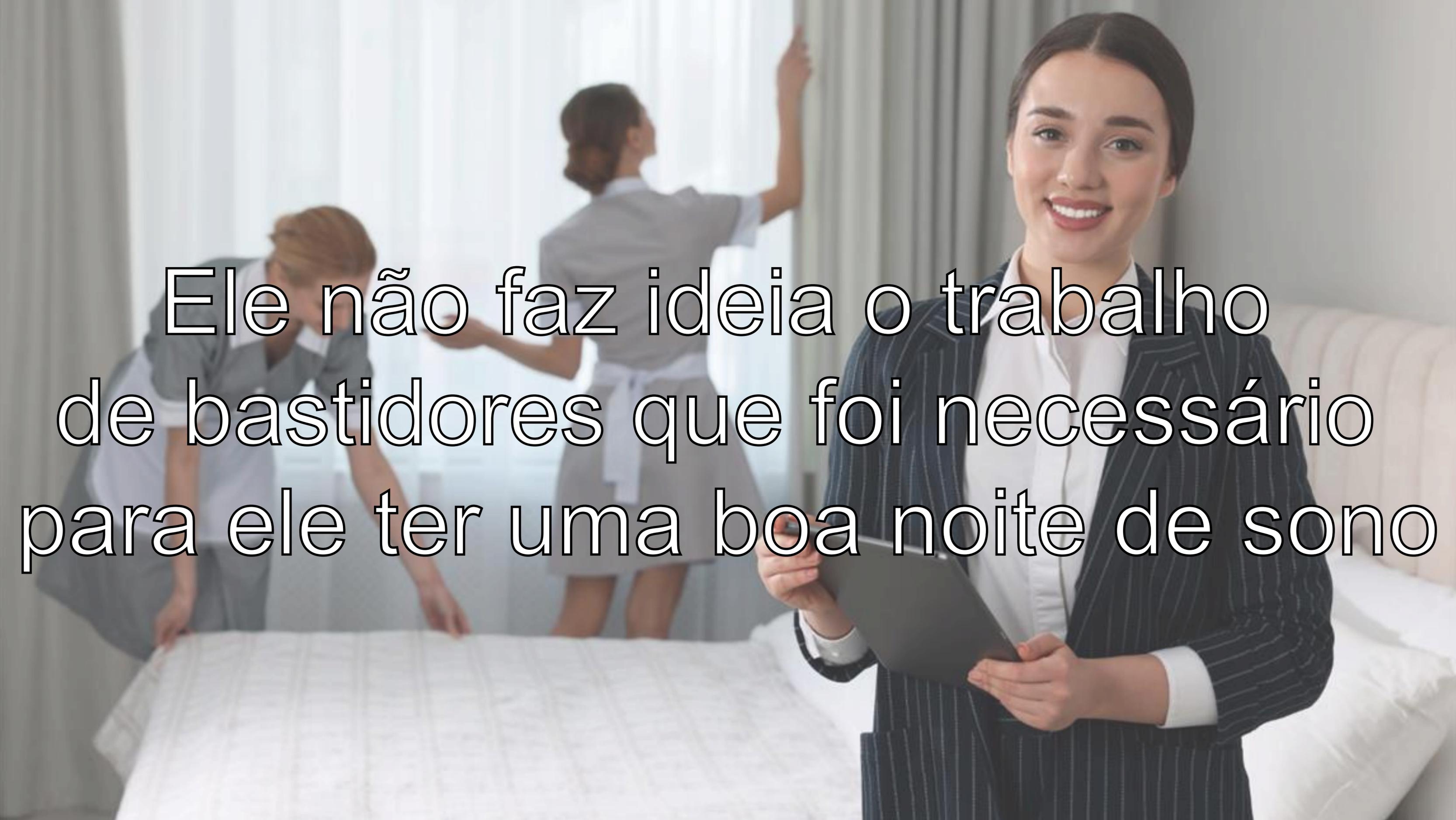
Hoteleiros entendem bem isso



Muito do trabalho essencial
de vocês é invisível aos
olhos dos hóspedes

Quando um hóspede
chega num hotel



A woman in a dark blue pinstriped suit and white shirt is smiling and holding a tablet. She is in a hotel room. In the background, two hotel staff members in light blue uniforms are working on a bed. The room has white curtains and a bed with white linens.

Ele não faz ideia o trabalho
de bastidores que foi necessário
para ele ter uma boa noite de sono

A person wearing a white short-sleeved uniform is shown from the waist down, smoothing a white sheet on a bed. The person's hands are visible, one holding the edge of the sheet. The background shows a dark headboard, a lamp, and curtains. The text "Cama arrumada" is overlaid in the center.

Cama arrumada

A close-up photograph of two hands gently holding a white fabric, likely a sheet or pillowcase. The hands are positioned in the center of the frame, with the fingers delicately gripping the material. The background is softly blurred, showing more of the white fabric and a hint of a person's arm. The overall mood is calm and tender. The word "carinhosamente" is overlaid in the center in a white, outlined font.

carinhosamente

A woman in a white long-sleeved shirt and a dark blue vest is smiling as she makes a bed. She is pulling a white sheet over a grey pillow. The room is bright with a window in the background. The word "cuidadosamente" is written in white outline text across the middle of the image.

cuidadosamente



Chuveiro quente

A man with a beard, wearing a white hard hat, yellow safety glasses, a white t-shirt, and grey work gloves, is focused on adjusting a chrome showerhead. He is standing in a shower stall with dark grey tiled walls. The showerhead is mounted on a vertical chrome bar. The man's expression is one of concentration as he works. The background shows the tiled wall and a portion of a white tiled floor.

Cuidadosamente ajustado

A person wearing a dark, short-sleeved uniform with white buttons is holding a large stack of neatly folded white towels. The towels are stacked in two groups of three, with a gap between them. The background is a blurred indoor setting with warm lighting.

Toalhas brancas

A woman with short brown hair, wearing a white uniform with a white collar, stands in a laundry room. She is smiling and holding a large stack of clean, folded white linens. Behind her are two front-loading washing machines. The machine on the left has its door open, showing clean white laundry inside. The machine on the right also has its door open, showing dirty, brownish laundry inside. The text "Cuidadosamente lavadas" is overlaid in the center of the image.

Cuidadosamente lavadas

A smiling female cleaner in a dark blue uniform and white apron stands next to a metal cart filled with white linens in a hotel hallway. The cart has three shelves, with the top shelf holding a blue bucket and a white cloth, the middle shelf holding a white cloth, and the bottom shelf holding a white cloth. The background shows a hallway with a door and some lights.

Quarto limpo

Cuidadosamente



A close-up photograph showing a person's hand holding a white-handled brush with white bristles. The brush is being used to clean a dark metal track, likely a sliding door or window track, which is set into a wooden floor. The track is filled with a dark, foamy substance, possibly dirt or old lubricant. The brush is positioned to scrub the track, and the hand is visible at the top right of the frame. The wooden floor has a light brown, natural wood grain. The text "No detalhe" is overlaid in the center of the image.

No detalhe



Com tudo higienizado



Ar condicionado ajustado



Televisão funcionando

A close-up photograph of a hand garnishing a plate of food. The hand is holding three bright red cherry tomatoes, about to place them on a dish. The dish in the foreground is a steak salad, featuring a piece of cooked steak, green leafy vegetables, and sliced mushrooms. In the background, another hand is visible, holding a white plate, suggesting a dining or service setting. The text "Serviço de quarto" is overlaid in the center of the image.

Serviço de quarto

A professional kitchen scene with several chefs in white uniforms and tall white hats. The chef in the foreground is focused on stirring a pan on the stove. In the background, other chefs are working at different stations. The kitchen is equipped with stainless steel surfaces, hanging pots, and various cooking tools. The lighting is bright and even.

Sempre à disposição

A blue mop is shown in the foreground, cleaning a highly reflective floor. The mop's head is in contact with the surface, and its reflection is clearly visible. In the background, several people are walking, their figures blurred, suggesting a busy hotel lobby. The lighting is bright and even, highlighting the cleanliness of the environment.

Hotel completamente limpo

A woman in a black uniform, red apron, and face mask is cleaning a wooden table in a restaurant. She is wearing blue gloves and holding a white cloth. The background shows a blurred restaurant interior with yellow chairs and a wooden wall.

Por dentro



E por fora



Todo esse conforto é garantido
pelo trabalho de uma equipe

A diverse group of hotel staff members, including a chef and waiters, standing in a line and smiling. The chef is on the left, wearing a white uniform and a tall white hat. The waiters are wearing white shirts and black vests or aprons. The background is a bright, modern kitchen or service area.

• Que atua fora do campo
de visão do hóspede

Para além de outras
questões essenciais como...

Sistema de detecção de incêndios



A photograph of a fire hydrant cabinet mounted on a concrete wall. The cabinet is red and contains a fire extinguisher and a fire alarm pull station. Above the cabinet, there is a network of red pipes, a pressure gauge, and a fire alarm control panel. The scene is set in a modern building with large windows and a balcony in the background.

Hidrantes e extintores
sempre prontos



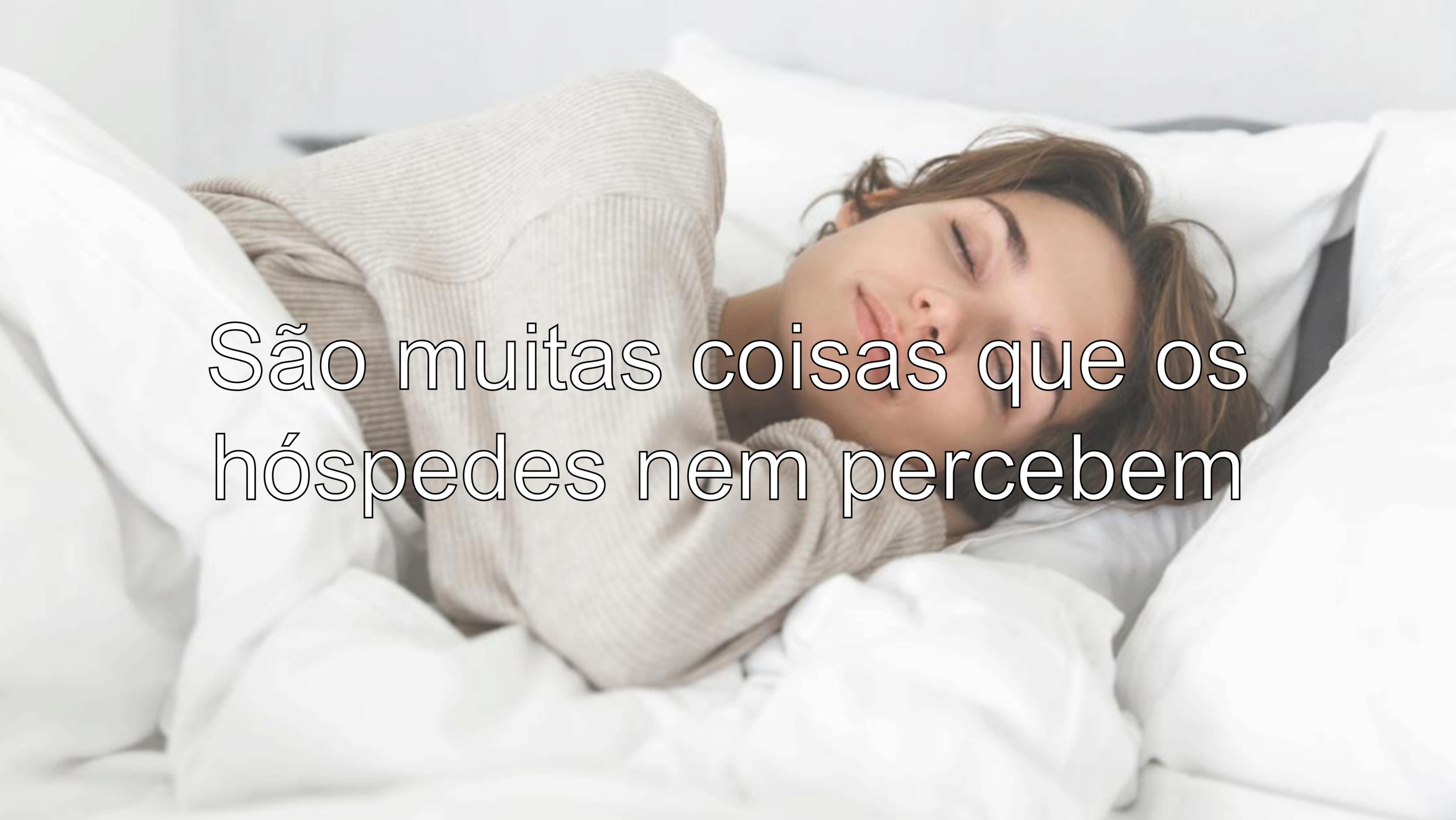
Câmeras posicionadas

A security guard wearing a blue uniform and a cap is seen from behind, sitting at a desk in a control room. He is looking at a large wall-mounted display showing multiple CCTV camera feeds. The room is dimly lit, with a laptop and a mug on the desk in the foreground. The text "Monitoramento 24 horas" is overlaid in the center of the image.

Monitoramento 24 horas

A photograph of two men in dark suits and sunglasses. The man in the foreground is on the right, wearing dark sunglasses and holding a mobile phone to his ear with his right hand. The man in the background is on the left, also wearing sunglasses and looking towards the right. The background consists of vertical glass panels, suggesting an office or modern building interior.

Seguranças a postos

A woman with brown hair is sleeping peacefully in a bed. She is wearing a light-colored, ribbed sweater. The bed has white pillows and white linens. The background is a plain, light-colored wall.

São muitas coisas que os hóspedes nem percebem

A close-up photograph of a hand holding a vibrant orange flower with a dark center. The hand is positioned above a stack of neatly folded white towels. The background is softly blurred, showing more of the towels and a hint of a person's arm. The overall scene is clean and bright, suggesting a hotel or spa environment.

Há muitas coisas
invisíveis na hotelaria



O hóspede pede

A close-up photograph of a plate of spaghetti. The spaghetti is coated in a rich, reddish-brown tomato sauce. It is garnished with fresh green thyme leaves and thin, white slices of leeks. The plate is white with a dark, possibly black or dark brown, rim. The background is slightly blurred, showing a dark surface and a glass. The text "A comida chega" is overlaid in the center of the image in a white, outlined font.

A comida chega



Mágica!

A photograph of two women in white uniforms, likely hotel staff, standing in a laundry room. They are both smiling and looking at each other. The woman on the left is holding a large stack of white towels, and the woman on the right is holding a smaller stack. The background shows laundry equipment and other staff members in white uniforms.

Uma toalha molhada some

E uma limpa aparece





Mágica!

A man with a beard and short dark hair, wearing a blue t-shirt, is smiling broadly while holding a tall stack of white toilet paper rolls. He is in a factory or warehouse setting, with many more rolls of toilet paper visible in the background. The lighting is warm and focused on the man.

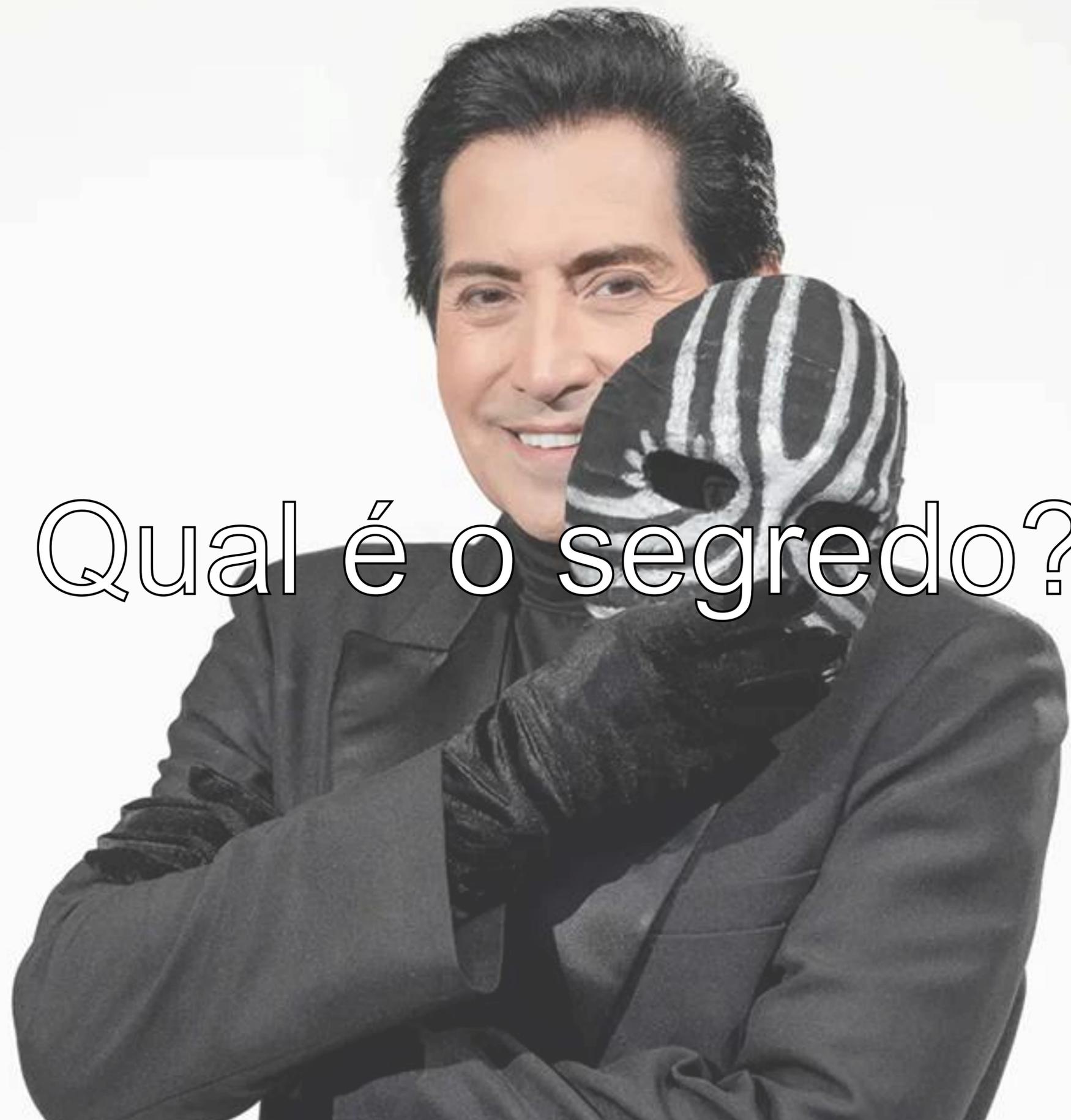
© papel higiênico nunca acaba

A man dressed as a magician in a dark tuxedo and a red bow tie. He is holding a black top hat with both hands, and a white rabbit is peeking out from the top of the hat. He has a surprised expression on his face. The background is dark blue with wisps of white smoke or mist. The word "Mágica!" is written in white text across the center of the image.

Mágica!



Mr. M...



Qual é o segredo?

GENTE





GENTE

GENTE



GENTE





GENTE

GENTE



GENTE



GENTE



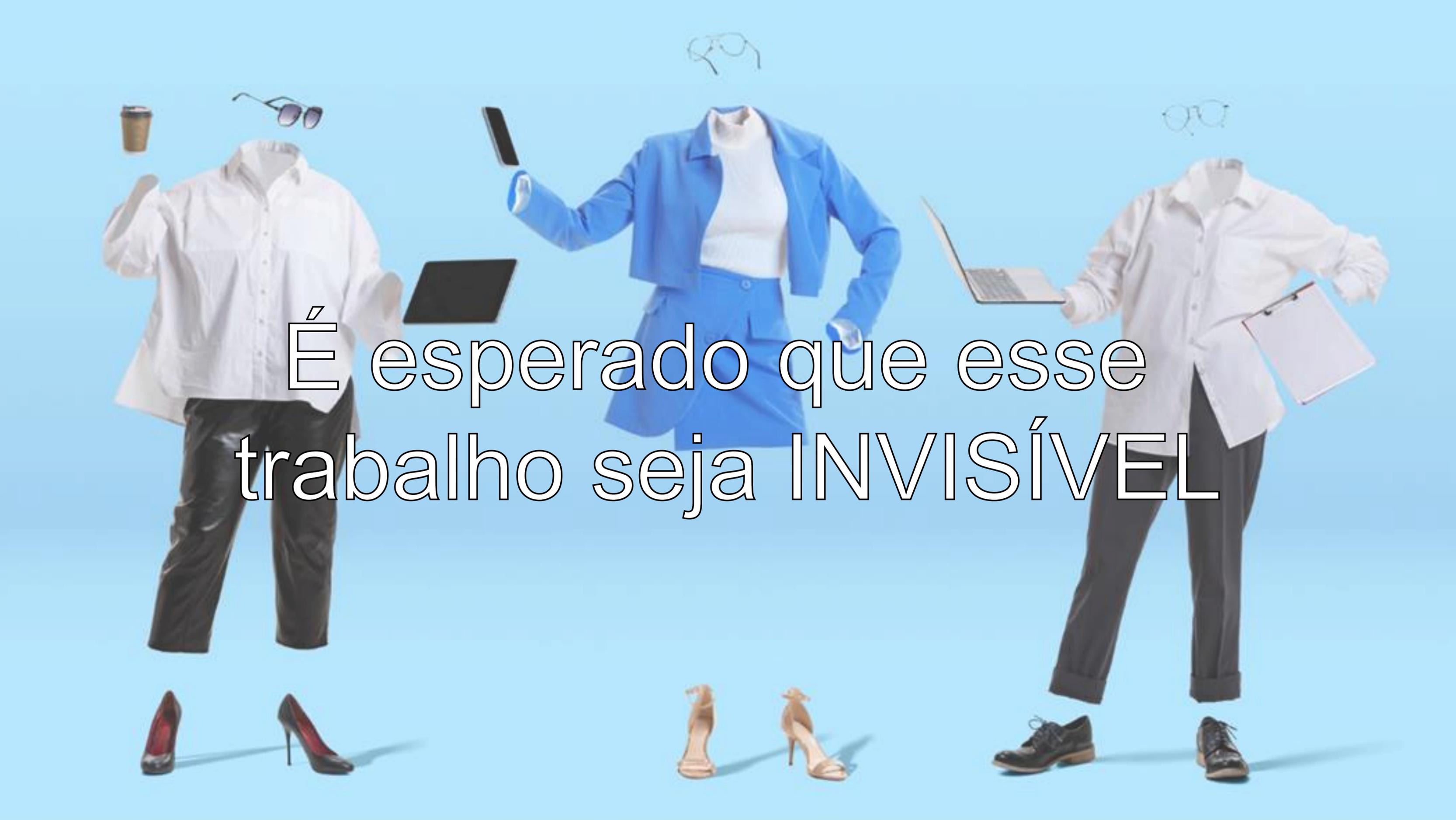
GENTE



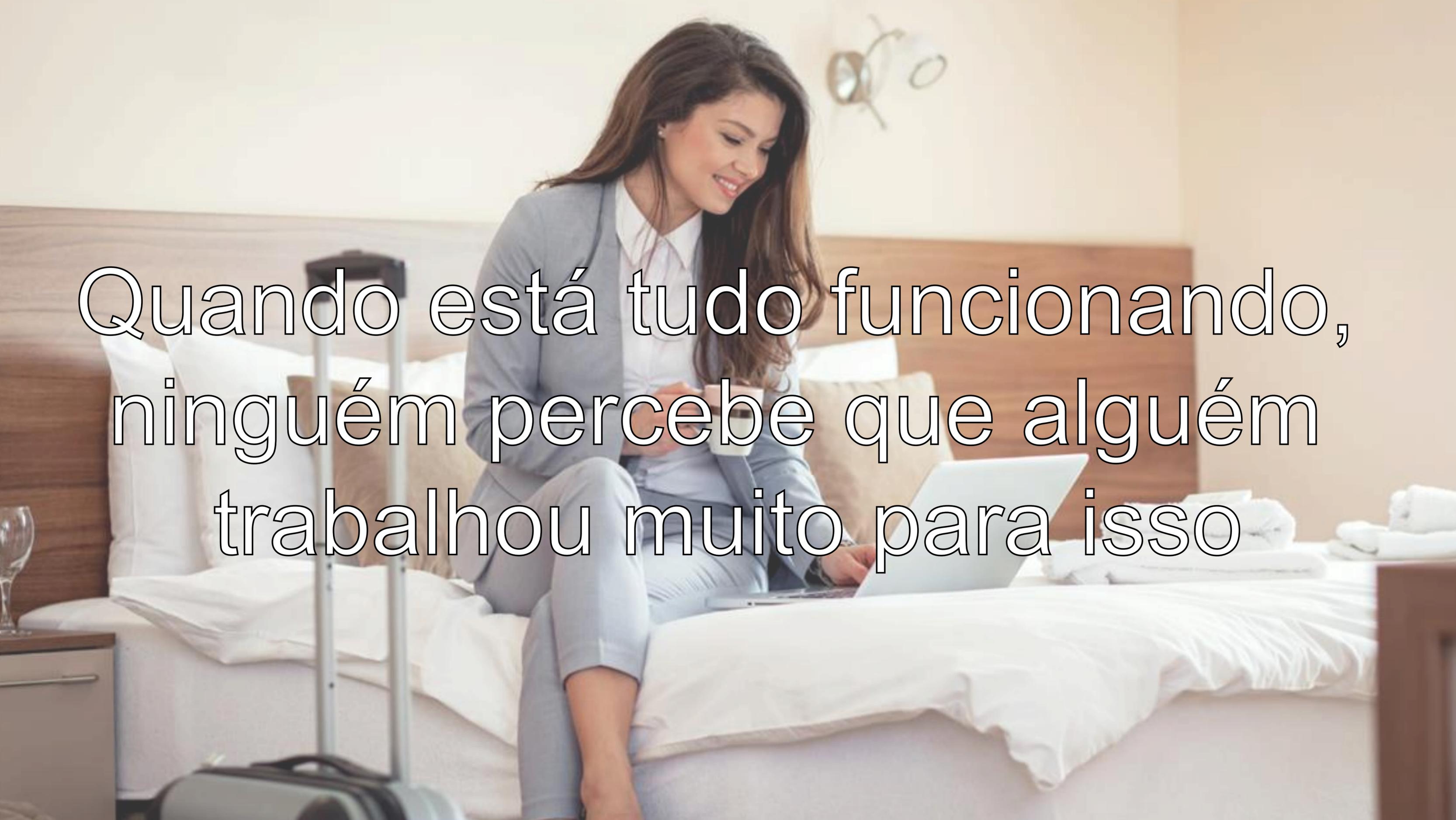


O SEGREDO É GENTE

Mas para a mágica funcionar



É esperado que esse trabalho seja INVISÍVEL

A woman with long brown hair, wearing a light blue business suit, is sitting on a bed in a hotel room. She is smiling and looking down at a laptop computer on her lap. She is also holding a white coffee cup. The room has a wooden headboard, white pillows, and a white blanket. A suitcase is visible on the floor next to the bed. The text "Quando está tudo funcionando, ninguém percebe que alguém trabalhou muito para isso" is overlaid on the image in a white, outlined font.

Quando está tudo funcionando,
ninguém percebe que alguém
trabalhou muito para isso

Mas...

Quando algo não funciona...

FICA BEM VISÍVEL!

Naturalmente reclamações são
mais comuns do que elogios

Principalmente nas relações entre
clientes e prestadores de serviço

Todos nós somos
consumidores de serviços

Entendemos que quando estamos
pagando por algo esperamos
que o serviço seja prestado ...



como mágica!

Invisível aos olhos



Na hotelaria entendemos
isso muito bem em relação
as expectativas dos hóspedes

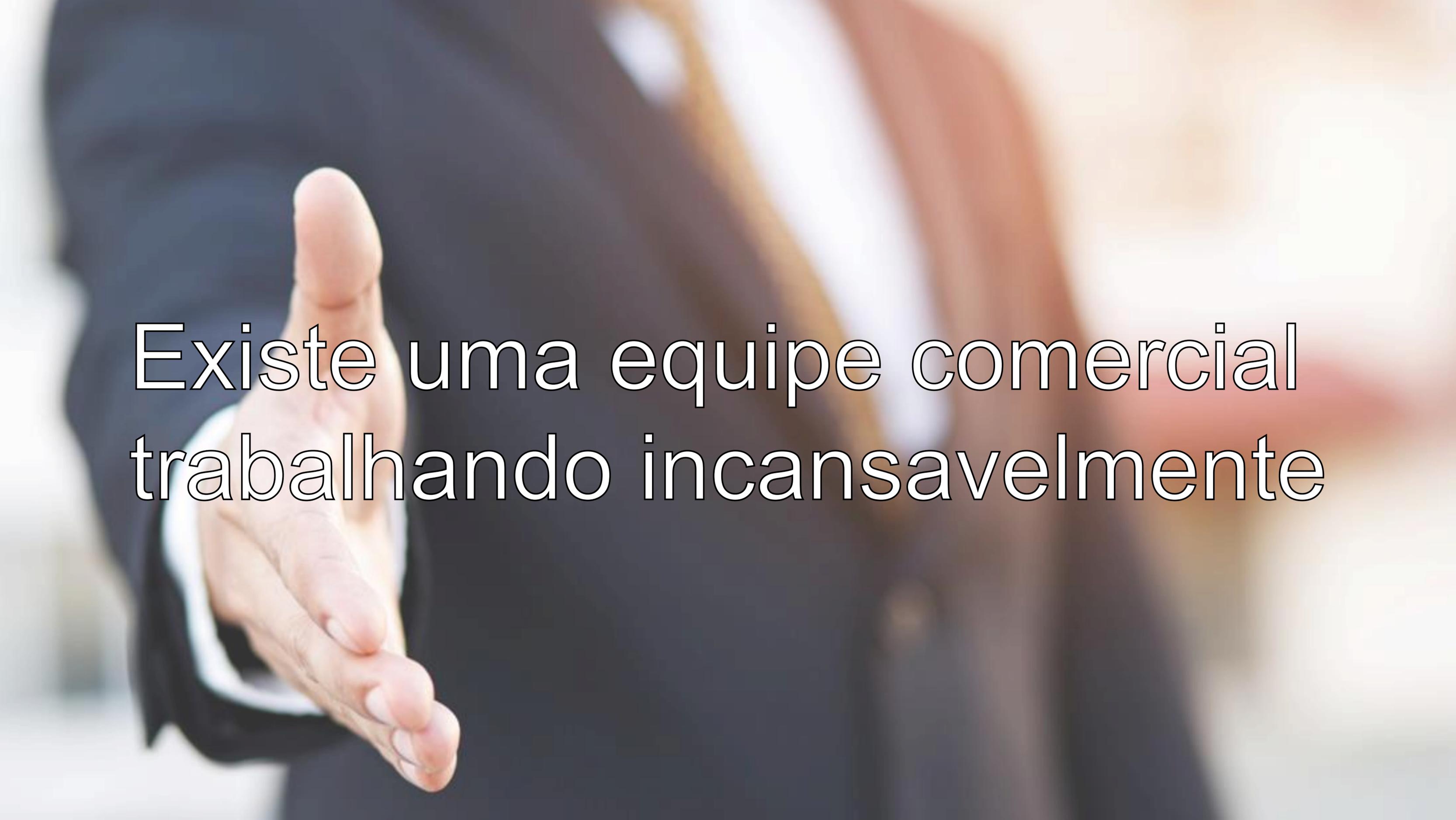
Mas...

A hotel employee in a dark blue uniform is talking to a smiling couple with luggage in a hotel lobby. The employee is on the left, holding a tablet. The couple is in the center, with the man holding a suitcase. The background shows a hotel lobby with a luggage cart and large windows.

Para ter hóspedes

Tem outro trabalho essencial

Que também é invisível aos olhos

A person wearing a dark suit jacket is shown from the chest down, with their right hand held out, palm up, in a gesture of offering or presentation. The background is heavily blurred, showing indistinct shapes and colors, suggesting an indoor setting with other people or objects. The lighting is soft, highlighting the hand and the texture of the suit.

Existe uma equipe comercial
trabalhando incansavelmente



Para negociar e fechar contratos

Para garantir e fazer reversas





Para que aquela cama que está
arrumada tenha alguém pra dormir

Esse trabalho comercial
quando bem feito é como



MÁGICA!

E é curioso como muitas
vezes a operação não vê
o trabalho comercial

E como o comercial não vê
o trabalho operacional

Por que?

Porque o essencial
é invisível aos olhos



Mas...

Sem venda não tem
hóspede e sem operação
não tem hospedagem

Da mesma forma...

Existe um outro trabalho invisível,
que é essencial e que parece...



Mágica!

A modern office hallway with large glass doors and windows. Three business professionals are walking towards the camera. In the foreground, a woman in a white blouse and black trousers carries a black bag. Behind her, a man in a dark suit and glasses walks. To the right, another man in a dark suit and turtleneck is pulling a black suitcase. The floor is light-colored wood or stone. A green exit sign is visible in the upper left corner.

Para ter contratos comerciais
com grupos de viagens e eventos...



Para ter visitantes a lazer
que vem para a cidade passear

Existem as entidades de
Visitors e de Conventions Bureaus

São organizações que geram
LUCRO tanto para seus
associados quanto
para suas cidades

Essas entidades contam
com equipes profissionais
que tem a missão de:



AUMENTAR O FLUXO DE
VISITANTES EM SEUS DESTINOS

Seja através da promoção do destino para viajantes de lazer
seja através da captação de eventos e visitantes a negócios



Esse eventos trazem consigo
grandes grupos de visitantes

A person wearing a brown sweater and black pants is standing in a hotel room. They are holding a white door hanger in their right hand and a grey suitcase in their left hand. The room has a patterned carpet and wooden furniture. The text "Todos eles precisam dormir em algum lugar" is overlaid on the image.

Todos eles precisam
dormir em algum lugar



Todos eles precisam comer

A photograph taken from the passenger side of a car, looking towards the driver. A man in a white shirt is driving, with his hands on the steering wheel. In the passenger seat, a man in a light blue shirt is smiling and looking towards the driver. The car's interior, including the seats and dashboard, is visible. The text "Todos eles precisam se movimentar" is overlaid in the center of the image.

Todos eles precisam
se movimentar

A close-up shot of a hand holding several black shopping bags. The bags are stacked and appear to be full. The background is a blurred outdoor scene with other people walking, suggesting a busy shopping area. The lighting is bright, likely from natural daylight.

Todos eles vão fazer compras

A photograph of an art gallery with several people viewing paintings. The gallery has light-colored walls and a polished wooden floor. Large paintings are displayed on the walls, and smaller ones are on pedestals. The text "Vãõ visitar lugares" is overlaid in the center.

Vãõ visitar lugares

A vibrant night club scene with confetti and people dancing. The image is filled with a dense crowd of people, many with their arms raised in the air. The atmosphere is festive, with bright, colorful lights (blue, purple, and pink) illuminating the scene. Numerous small, rectangular pieces of confetti are scattered throughout the air, creating a sense of movement and celebration. The overall mood is energetic and joyful.

Vão curtir a noite

A person with short brown hair, wearing a blue and white striped long-sleeved shirt and blue shorts, is sitting on a wooden park bench. They have their hands clasped behind their head, looking out over a lush green park with trees and a brick path. The scene is bright and sunny.

Vão aproveitar a cidade

A futuristic cityscape at sunset with a large crowd of people walking on a glowing path. The scene is filled with vibrant colors of orange, red, and blue, with streaks of light suggesting motion and energy. The city skyline is visible in the background, and the overall atmosphere is one of a bustling, advanced urban environment.

Aumentar o fluxo de visitantes
nos destinos é aumentar
O FLUXO DE CONSUMO

é garantir NEGÓCIOS

é garantir acordos comerciais

é garantir RESERVAS nos hotéis

Mas para esses
eventos acontecerem na cidade

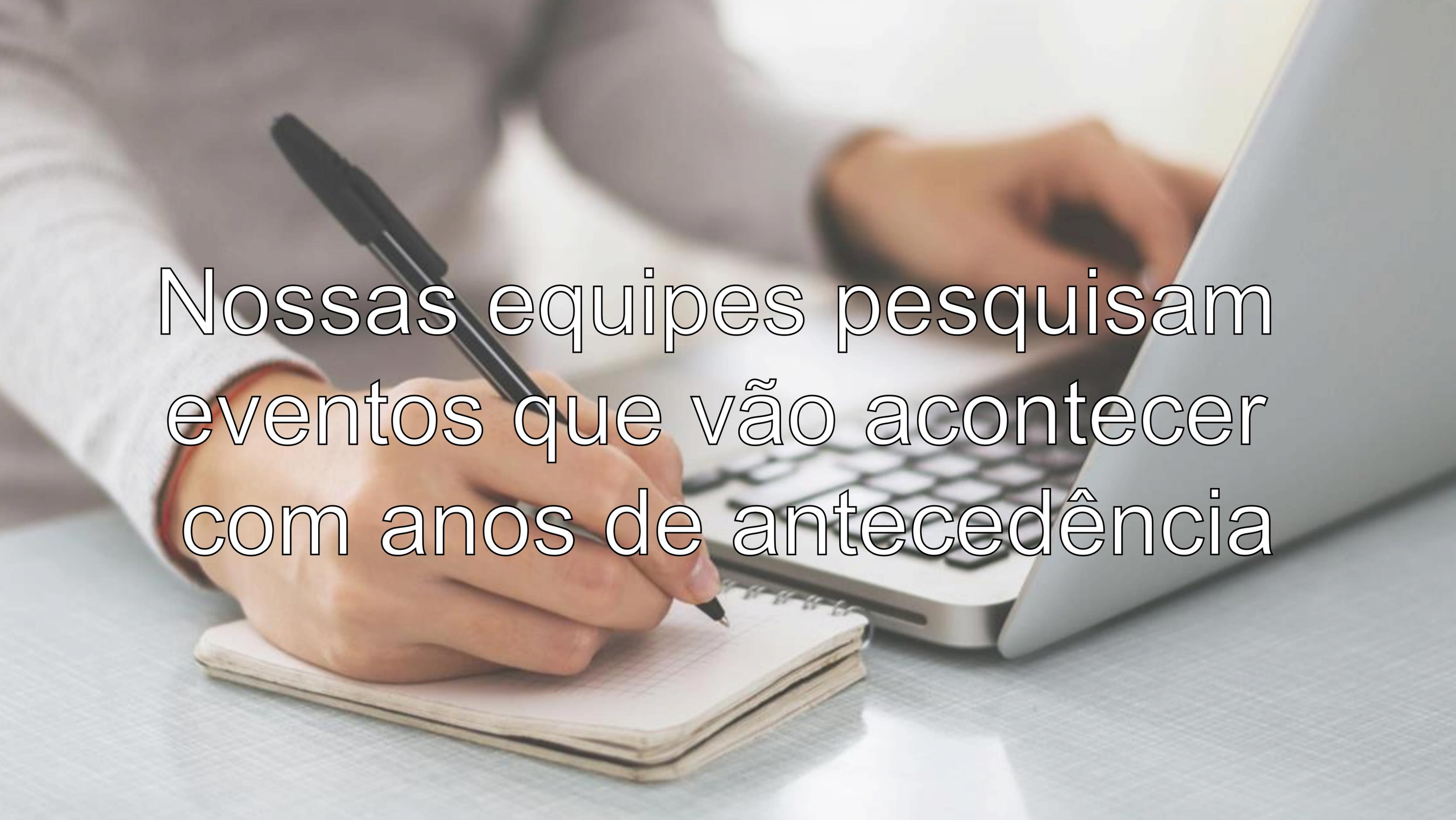
Alguém precisa ir atrás deles

Alguém precisa convencer
os promotores de
eventos a realizarem seus
eventos na cidade

Alguém precisa
“vender” o DESTINO

E apesar de parecer que os
visitantes chegam magicamente

Os Visitors e os Conventions
Bureaus fazem um trabalho
essencial invisível

A close-up photograph of a person's hands. One hand is holding a black pen and writing on a small, spiral-bound notebook. The other hand is resting on a laptop keyboard. The background is softly blurred, showing the person's face and the laptop screen. The text is overlaid in the center of the image.

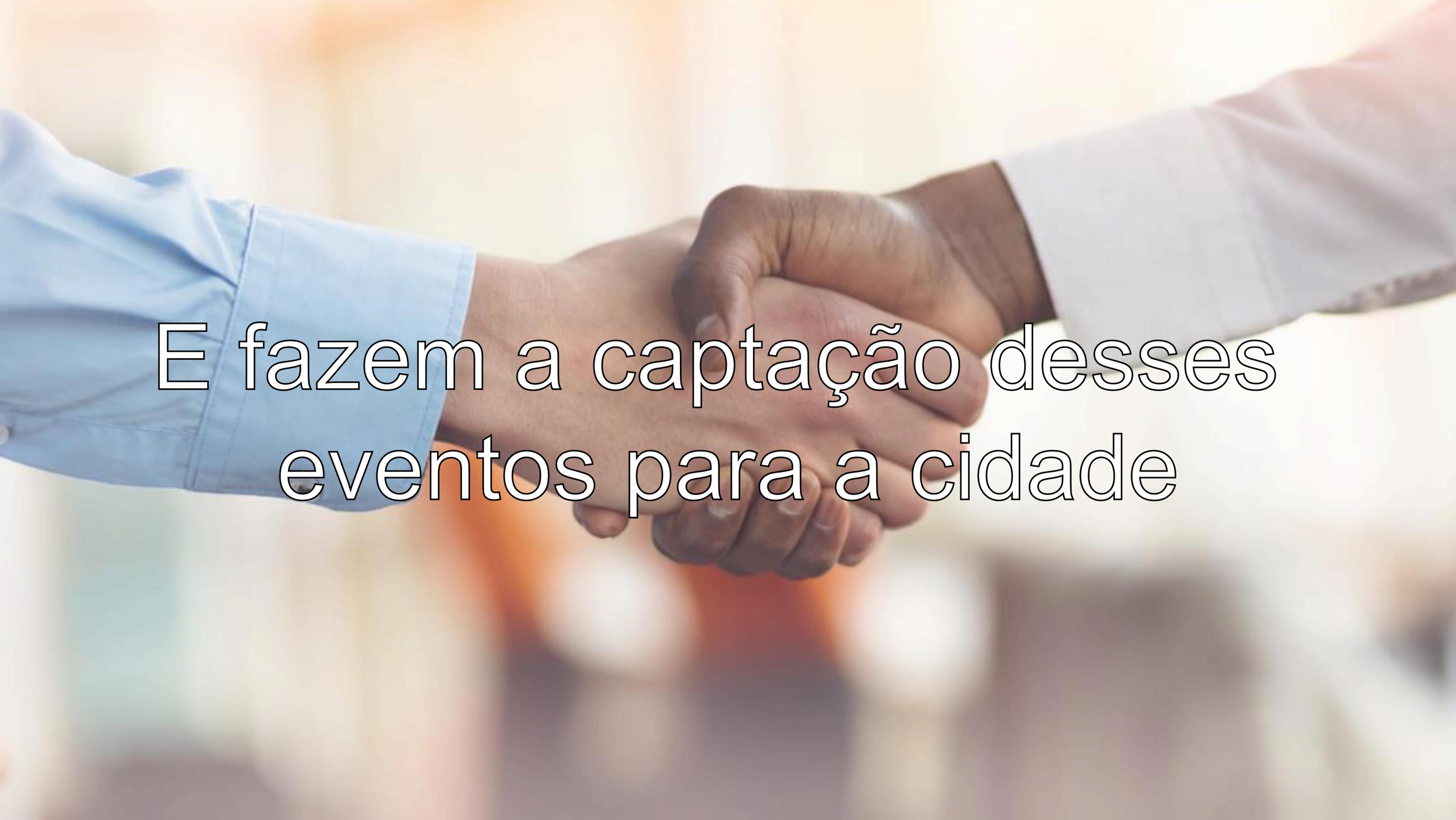
Nossas equipes pesquisam eventos que vão acontecer com anos de antecedência

A close-up photograph of a person's hand dialing a number on a grey telephone keypad. The hand is positioned over the keypad, with the index finger pressing one of the buttons. The keypad features standard numeric buttons (0-9), a hash key (#), and a star key (*). There are also several function buttons, including a green oval button and a button with a square icon. A coiled black cord is visible in the lower-left corner. The background is blurred, showing more of the phone's interface.

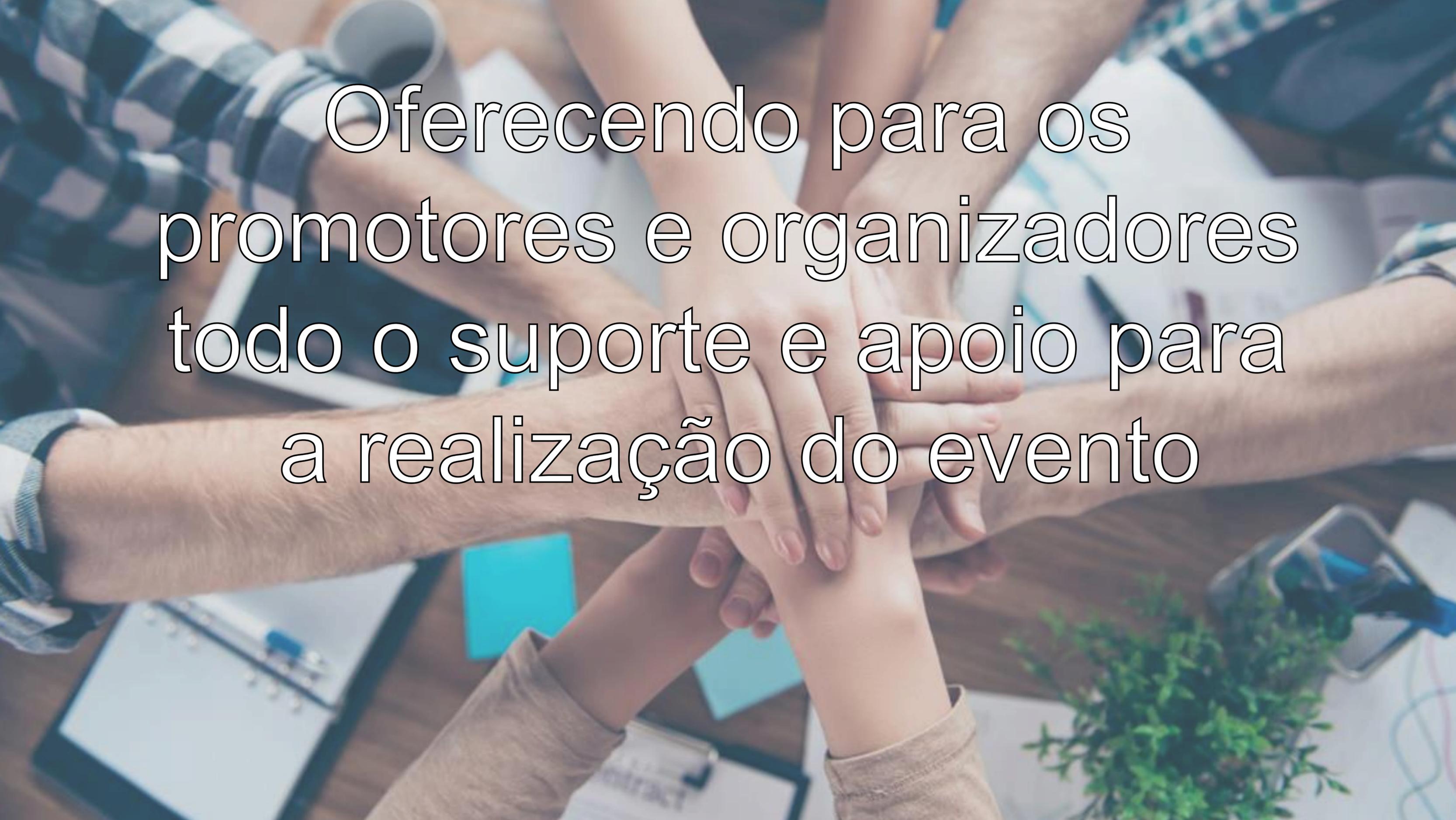
Entram em contato
com seus promotores

Defendem a realização desses eventos nos seus destinos



A close-up photograph of two hands shaking in a firm grip. The hand on the left is wearing a light blue shirt sleeve, and the hand on the right is wearing a white shirt sleeve. The background is blurred, showing other people in a crowd, suggesting a public event or meeting.

E fazem a captação desses
eventos para a cidade

A top-down view of several people's hands stacked together in a circle on a wooden desk. The hands are of various skin tones and are wearing different colored sleeves. The background shows a desk with papers, a blue sticky note, a small green plant, and a blue folder. The text is overlaid in the center in a white, outlined font.

Oferecendo para os
promotores e organizadores
todo o suporte e apoio para
a realização do evento

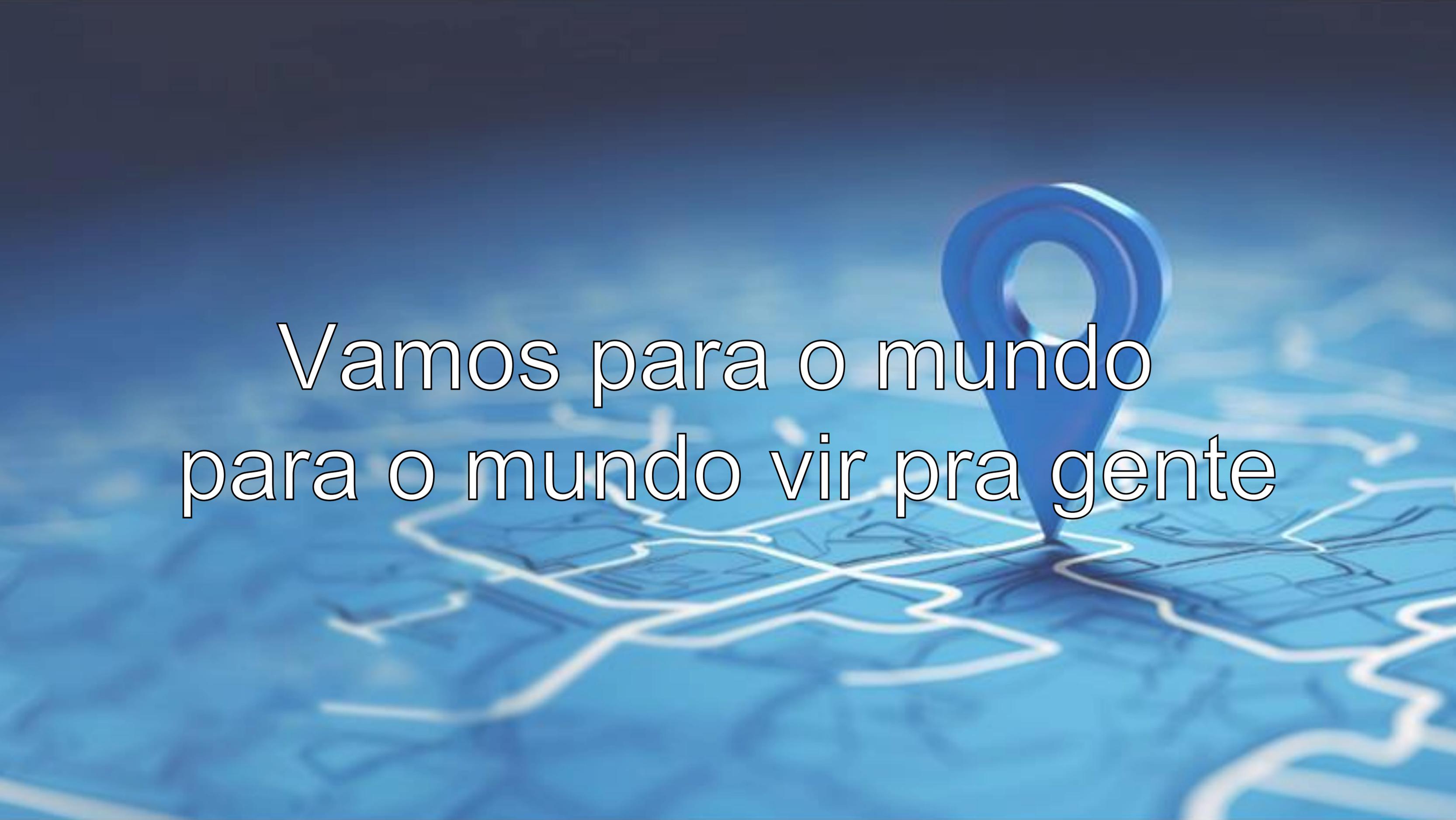
E criando inúmeras oportunidades
de negócios para seus associados

Além disso...

Essas equipes viajam
o mundo todo



Promovendo o destino
em feiras de turismo e
road show

The image features a blue-toned background of a map with white lines representing roads and boundaries. A large, 3D-style blue location pin is positioned on the right side of the map. Overlaid on the map is the text "Vamos para o mundo para o mundo vir pra gente" in a white, outlined font. The text is arranged in two lines: "Vamos para o mundo" on the top line and "para o mundo vir pra gente" on the bottom line.

Vamos para o mundo
para o mundo vir pra gente

Um trabalho que parece...

A woman with long, wavy red hair and white, cracked face paint that resembles a mask. She has a wide-eyed, intense expression. She is wearing a dark, textured garment with a large, ornate brooch at the center. Her right hand is raised, palm facing forward, with fingers slightly spread. Her left hand is gripping a wooden staff. The background is a dark, rustic interior with wooden walls and a fireplace containing two lit candles. The word "MÁGICA!" is written in large, white, outlined letters across the center of the image.

MÁGICA!

Mas que é essencial para
manter e aumentar o fluxo
de visitantes em um destino





FLUXO DE VISITANTES
é igual a
FLUXO DE HÓSPEDES

A photograph of a hotel lobby. In the foreground, a woman in a blue long-sleeved shirt and a dark grey skirt is pulling a teal rolling suitcase. To her left, a man in a white shirt and dark trousers is also pulling a teal rolling suitcase. In the background, another woman in a light grey suit is pulling a dark rolling suitcase towards a reception desk. The lobby has a light-colored wooden floor and a dark grey carpeted area on the right. The text "É sem HÓSPEDDE não tem hotel" is overlaid in white with a black outline across the middle of the image.

É sem HÓSPEDDE não tem hotel

As entidades de
Visitors e de Conventions bureaus
são essenciais

Toda vez que um
bureau capta um novo evento
para o seu destino...

A person in a dark suit is pushing a luggage cart with several suitcases in a modern building entrance. The cart is filled with several suitcases, including a dark one in the foreground and a striped one behind it. In the background, a man in a dark suit and a woman in a green coat are walking towards the entrance. The scene is brightly lit, suggesting an outdoor or well-lit indoor space.

Grupos e grupos de
visitantes chegam na cidade

A large audience is seated in a conference hall, facing a stage. On the stage, a panel discussion is taking place with several people seated in chairs. A large screen on the left side of the stage displays a close-up of a speaker. The audience is diverse in age and appearance, and the atmosphere appears to be a formal event.

A cada evento captado...

A man in a dark, patterned suit jacket is shown in profile, holding the handle of a glass door. A woman with long blonde hair, wearing a green coat, is walking through the door. Another man in a dark jacket is standing to the right, looking towards the woman. The scene is set in a modern, well-lit interior, possibly a hotel lobby.

é gente chegando nos hotéis

An aerial, high-angle view of a large, bustling trade show or exhibition hall. The floor is filled with numerous booths of various sizes and colors, including prominent blue and orange ones. Many people are seen walking through the aisles, interacting at booths, and standing in groups. Large digital screens and banners are visible throughout the space, displaying various images and text. The overall atmosphere is one of a busy, professional event.

A cada evento captado...



é gente ocupando os quartos

A close-up photograph of two people in business suits shaking hands. The background is a bright, modern office space with large windows and a cityscape visible through them. The lighting is warm and golden, suggesting late afternoon or early morning. The text "A cada evento captado..." is overlaid in white with a thin black outline.

A cada evento captado....

A group of people in a restaurant or event space, with a buffet table in the foreground. The text "São clientes consumindo" is overlaid on the image. The scene shows several people, including a man in a suit and a woman in a white shirt with suspenders, standing near a buffet table. The table is filled with various dishes, including fried items, small appetizers, and salads. The background is slightly blurred, showing more people and a bright, modern interior.

São clientes consumindo

A large outdoor concert scene with a massive crowd of people in the foreground and a stage in the background. The stage features a large LED screen displaying a performer. The text "A cada evento captado..." is overlaid in the center of the image.

A cada evento captado...

A person in a white t-shirt and blue jeans is standing in a busy airport terminal, holding a black rolling suitcase. They are also carrying a black shoulder bag. In the background, other travelers are visible, including a person in a dark jacket and blue jeans, and another in a green coat. The floor is covered with a patterned carpet.

é a ocupação aumentando

A photograph of two men in business suits shaking hands in a modern office environment. The man on the left is wearing a light grey suit, and the man on the right is wearing a dark blue suit. They are both smiling and looking at each other. The background features large windows with a view of a cityscape, and the lighting is warm and bright, suggesting a sunny day. The text "A cada evento captado..." is overlaid in the center of the image in a white, outlined font.

A cada evento captado....



São mais empregos na hotelaria e
fornecedores
de produtos e serviços

An illustration of The Little Prince from the book 'The Little Prince' by Antoine de Saint-Exupéry. He is standing on a small, grey, cratered planet, covering his eyes with both hands. He has short, wavy blonde hair and is wearing a long, light green coat over a purple shirt and green pants. A single yellow rose with green leaves grows from the ground next to him. In the background, there are several other planets, some with rings, and a small, blue, conical structure. The overall scene is set in a soft, light blue sky.

E apesar do essencial
ser invisível aos olhos...



Estou aqui para trazer visibilidade
para esse trabalho que fazemos

Diferentemente dos
hotéis, restaurantes,
centros de convenções, ...

Nossas entidades
não tem fins lucrativos

Então não sobrevivem
da prestação de serviços

E esse trabalho que beneficia
o desenvolvimento econômico
dos seus associados e dos seus
destinos precisa ser mantido
de alguma forma

Além de uma pequena
taxa de associação

Essas entidades são
mantidas pelo ROOM TAX



Uma contribuição voluntária
dos próprios hóspedes

Que não saí do lucro do hotel

Sem o ROOM TAX esse trabalho
todo de trazer mais visitantes
para a cidade não pode continuar

Sendo assim...

Em nome de todas essas
entidades que trabalham
em prol dos hotéis

Peço que:



As equipes comerciais incluam
nos seus acordos o ROOM TAX



Que as equipes operacionais parametrizem a cobrança do ROOM TAX nos seus sistemas



E que os hotéis incentivem
seus hóspedes a contribuírem
com o ROOM TAX















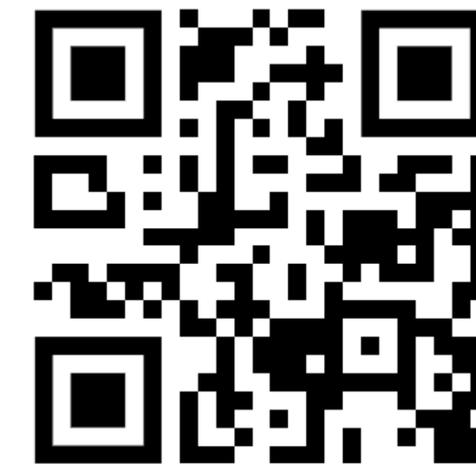
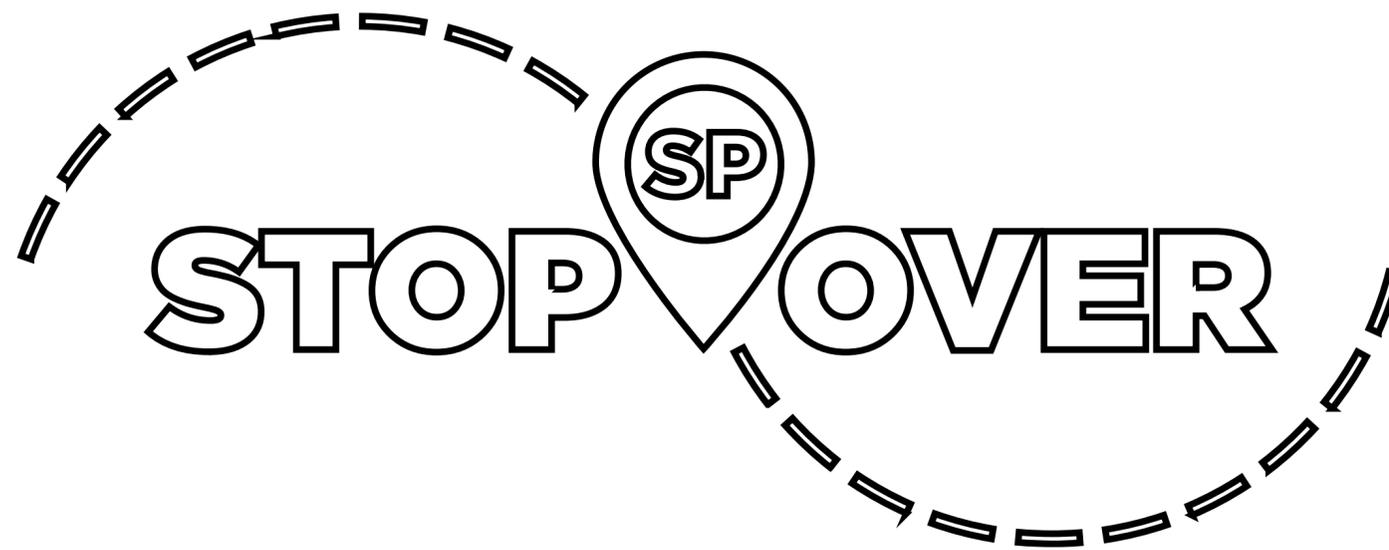


Estamos aqui
trabalhando por vocês

E com vocês

Contem conosco

Da mesma forma que
acreditamos poder
contar com cada um de vocês
Comercial, atendimento,
operacional e marketing



#topoverSP

visitesaopaulo.com

Obrigado