

ESFE

20° ENCONTRO DO SETOR
DE FEIRAS E EVENTOS

HÁ 20 ANOS CONSTRUINDO O
MERCADO DE FEIRAS E EVENTOS



VISITE SÃO PAULO
convention bureau



União Nacional de CVBs e Entidades de Destinos

visitesaopaulo.com/apresentacoes

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



“O essencial é invisível aos olhos”

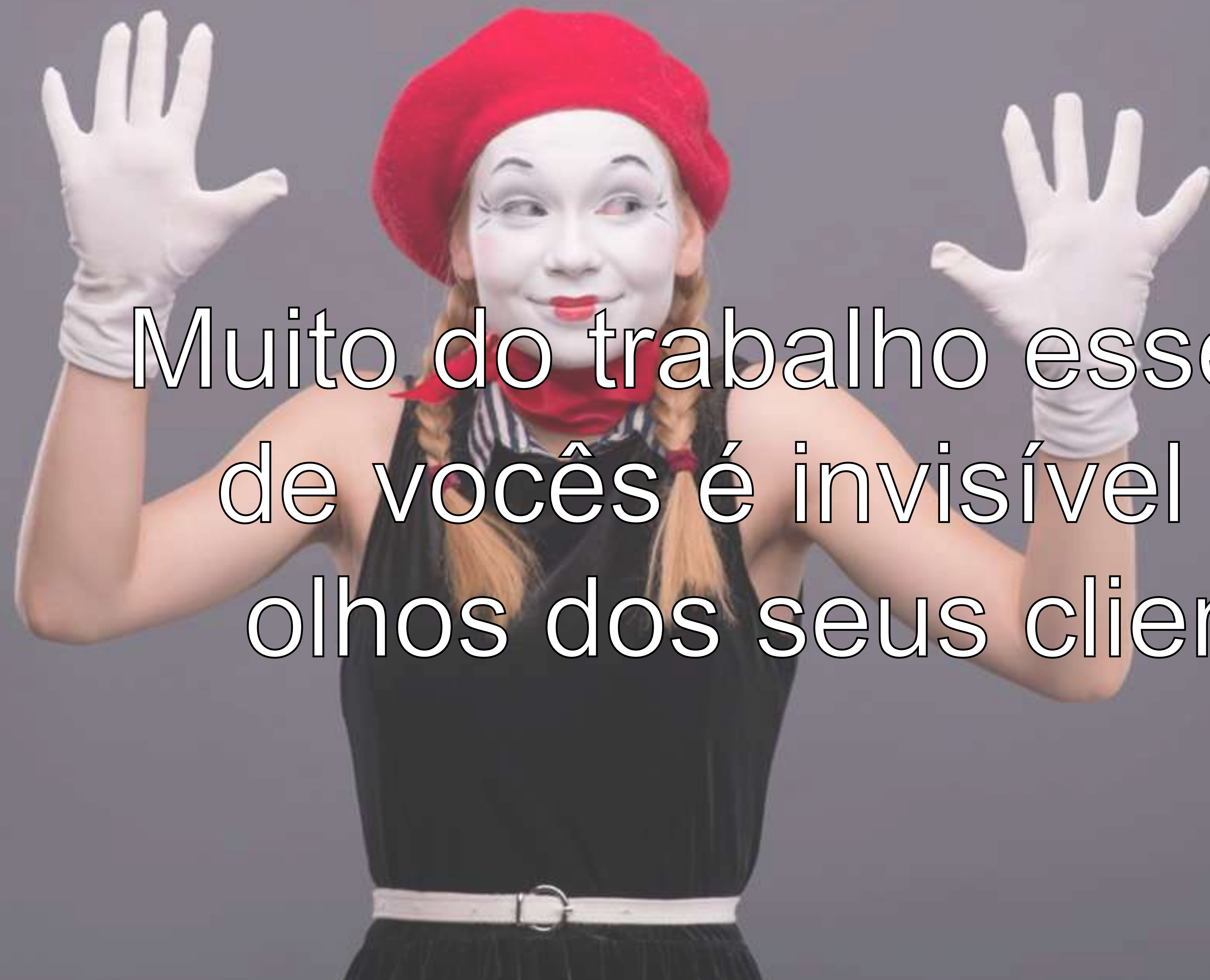
Essa frase pode ser
interpretada de várias formas

E hoje vou falar sobre uma delas



A INVISIBILIDADE DO ESSENCIAL

Profissionais de
Turismo, Viagens & Eventos
entendem bem isso



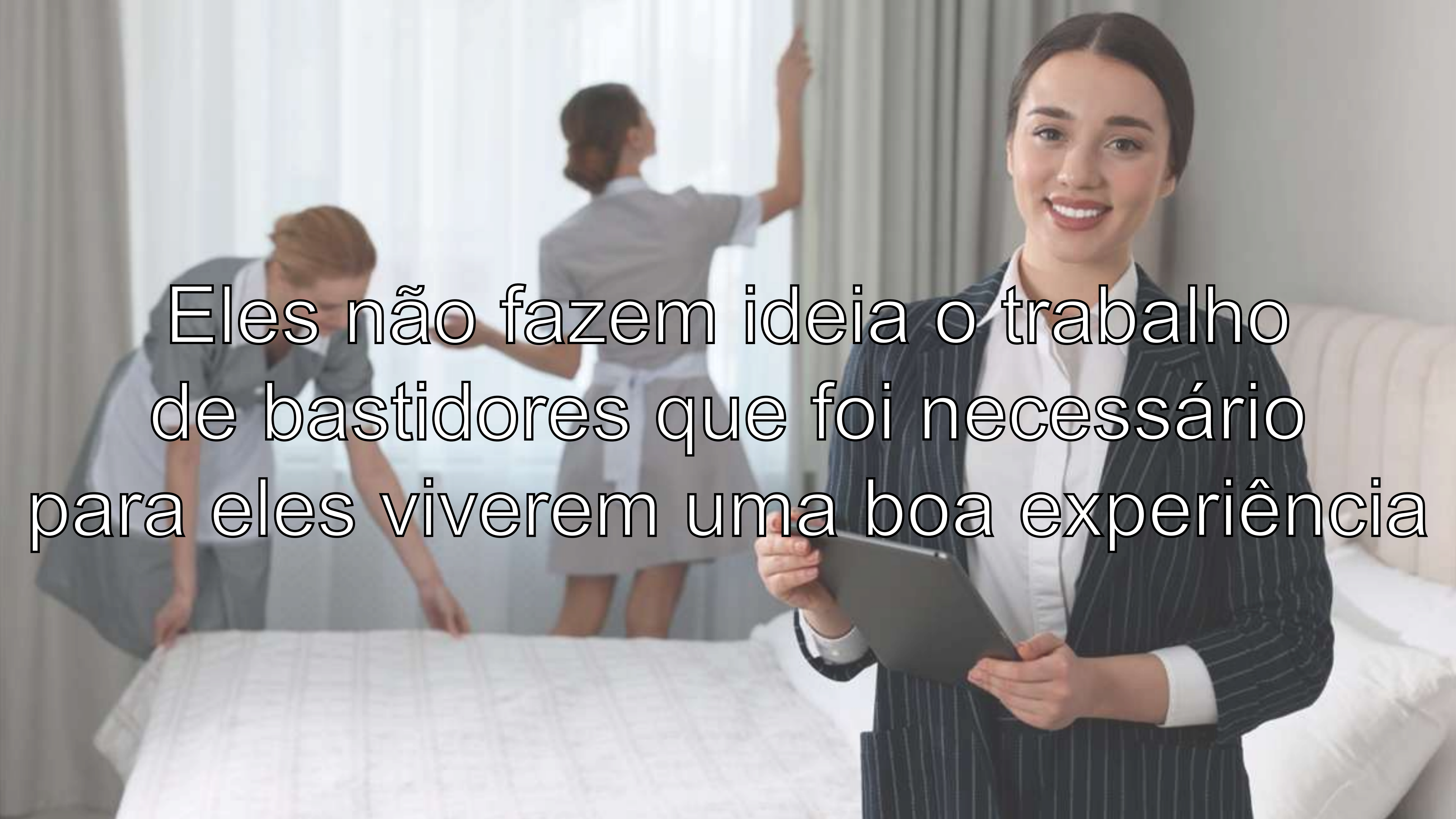
Muito do trabalho essencial
de vocês é invisível aos
olhos dos seus clientes

A man with short brown hair and a light beard is smiling at the camera. He is wearing a grey t-shirt and a black backpack. An orange lanyard with white text is around his neck. The background is a busy trade show floor with orange banners. One banner on the left has the word 'PRIMUM' in large white letters and 'SYSTEMS' below it. Other people are visible in the background, some blurred.

Quando um participante
chega num evento

Ou Quando um hóspede
chega num hotel





Eles não fazem ideia o trabalho de bastidores que foi necessário para eles viverem uma boa experiência



Estrutura organizada

A modern, minimalist meeting room with light-colored wood paneling on the walls and ceiling. The room is furnished with long, dark grey tables and black metal chairs. Several green glass bottles and clear glasses are placed on the tables. The floor is made of light-colored wood. The word "Cuidadosamente" is overlaid in the center of the image in a white, outlined font.

Cuidadosamente

A person wearing a white short-sleeved shirt and a white apron is standing over a bed, smoothing a white sheet. The person's hands are visible, one near the top edge of the sheet and the other further down. The bed has a dark grey headboard. In the background, there are light-colored curtains and a bedside table with a lamp. The overall scene is bright and clean.

Cama arrumada

A close-up photograph of two hands gently touching a white fabric surface. The hands are positioned in the center of the frame, with fingers slightly curled as if feeling the texture of the fabric. The background is softly blurred, showing more of the white fabric and a hint of a wooden surface in the upper right. The word "carinhosamente" is overlaid in the center in a white, outlined font.

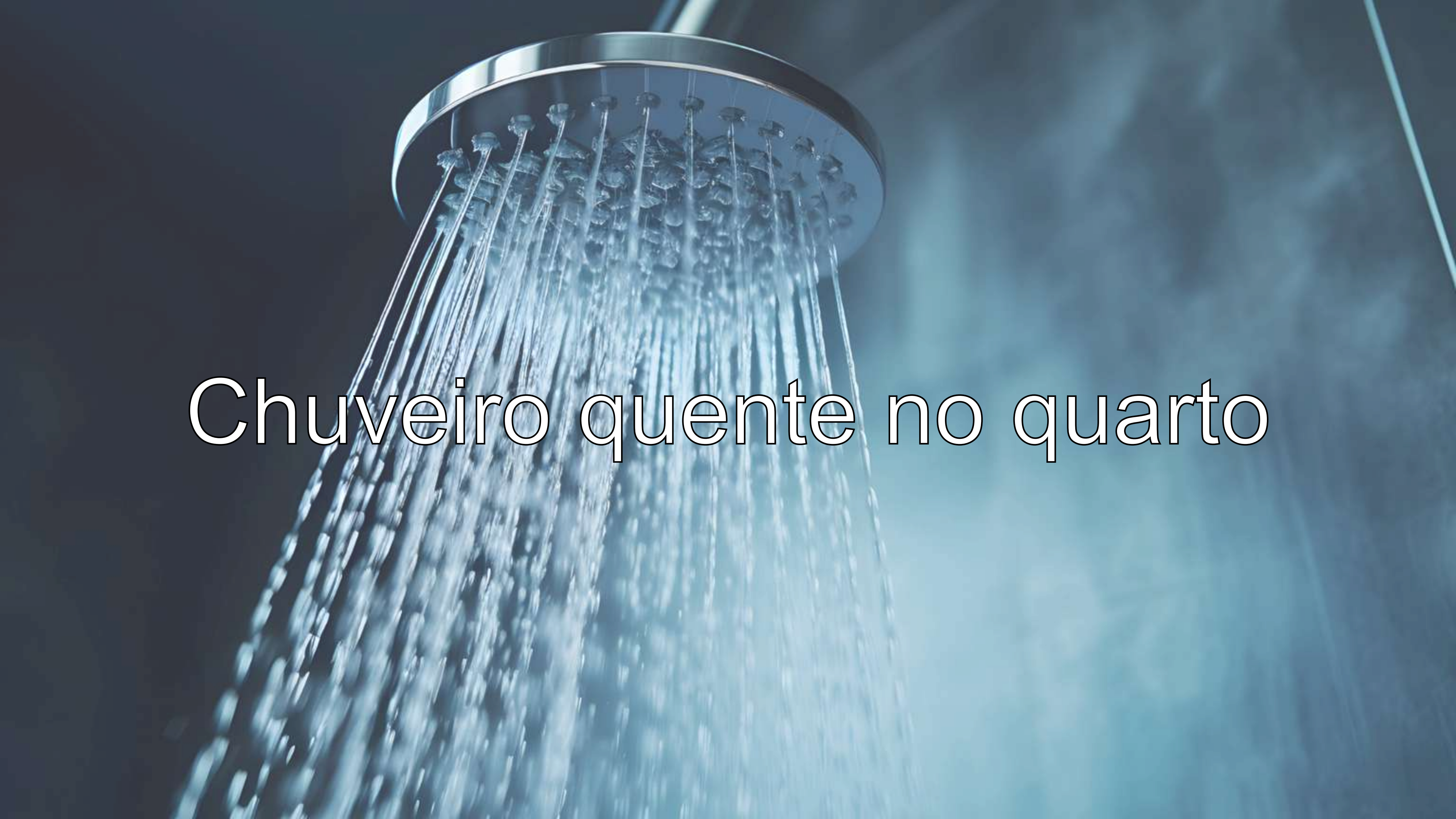
carinhosamente

A close-up photograph of a DJ's hands operating a professional mixing console. The DJ is wearing a blue shirt. The mixer has numerous knobs, buttons, and faders, some of which are illuminated with orange and blue lights. A piece of paper, possibly a setlist or a technical manual, is resting on the mixer. The background is dark and out of focus, featuring a bokeh effect of warm, golden-yellow and cool, blue-white lights, suggesting a nightclub or concert venue.

Som de qualidade no evento

A woman with blonde hair in a ponytail, wearing a large black headset with a microphone, is shown in profile. She is holding a tablet computer with both hands. The tablet screen displays a dashboard with various charts and graphs, including a line graph at the top and a bar chart below it. The background is a blurred, colorful scene with blue and orange lights, suggesting a modern, high-tech environment. The text "Cuidadosamente monitorado" is overlaid in the center of the image in a white, sans-serif font.

Cuidadosamente monitorado



Chuveiro quente no quarto

A man with a beard, wearing a white hard hat, yellow safety glasses, a white t-shirt, and grey work gloves, is working on a shower fixture. He is holding a shower head with his right hand and a flexible shower hose with his left hand. The background consists of dark grey tiles and a wooden wall.

Funcionando perfeitamente



Estrutura de iluminação montada



Programação toda planejada

A person wearing a dark, short-sleeved uniform with white buttons is holding a large stack of folded white towels. The person's face is not visible. The background is a blurred indoor setting with warm lighting.

Toalhas brancas



Cuidadosamente lavadas



Stands montados



Construídos com atenção



E com muito trabalho



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Auditório arrumado



CENTRO DE CONVENÇÕES
REBOUÇAS
H C F M U S P

Com tudo bem feito

A large audience of people is seated in a modern conference hall, looking towards the front. The hall has a high ceiling with many small lights and large windows on the left side. The audience is diverse in age and appearance. In the foreground, two men are visible: one wearing a purple sweater and the other a light blue shirt, both with lanyards around their necks. The text "Para tudo ser perfeito" is overlaid in the center of the image.

Para tudo ser perfeito



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 long, narrow metal track that is part of a sliding door or window mechanism. The track is mounted on a wooden floor. The brush is positioned at an angle, scrubbing the track. The text "No detalhe" is overlaid in the center of the image.

No detalhe



Com tudo higienizado



Coffee break



Na hora certa



Banheiros impecáveis



Centro de convenções limpo

A woman, likely a cleaning staff member, is shown in a restaurant setting. She is wearing a black long-sleeved shirt, a red apron, a light blue surgical face mask, and blue nitrile gloves. She is leaning over a dark wooden table, using a white cloth to wipe its surface. In her other hand, she holds a white spray bottle. The background is a blurred restaurant interior with warm lighting and wooden walls.

Por dentro

E por fora



A close-up photograph of a person's hands using a blue-handled screwdriver to adjust a screw on the side of a white air conditioning unit. The unit is mounted on a wall, and its internal components, including a fan and coils, are visible. The person is wearing a dark blue shirt. The background is a plain, light-colored wall.

Ar condicionado ajustado



Televisão funcionando

A close-up photograph of a hand placing three bright red cherry tomatoes onto a white plate. The plate contains a salad with green leafy vegetables, sliced mushrooms, and pieces of cooked meat. In the background, another person's hands are visible, blurred, suggesting a social dining setting. The text "Serviço de alimentação" is overlaid in the center in a white, outlined font.

Serviço de alimentação

Crachá a nossa espera



Sala pronta para usar



A close-up, low-angle shot of a black microphone with a silver mesh grille, positioned diagonally from the bottom right towards the center. The background is a blurred stage environment with numerous warm, golden-yellow stage lights creating a bokeh effect. A large, bright white screen is visible in the mid-ground on the left. The overall atmosphere is that of a live performance or event.

Microfone ligado

A woman with dark hair is lying on her back on a bed with white linens. She is wearing a white long-sleeved shirt and dark blue trousers with a black belt. Her eyes are closed, and her hands are resting behind her head. A silver laptop is open on the bed to her left, and a black smartphone is lying next to it. The text "Todo esse conforto é garantido pelo trabalho de equipes" is overlaid in the center of the image in a white, outlined font.

Todo esse conforto é garantido
pelo trabalho de equipes

A diverse group of nine 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 other eight staff members are wearing white shirts and black vests or skirts. They are all smiling and looking towards the camera. The background is a bright, modern interior with white walls and a wooden floor.

Que atuam fora do campo
de visão do hospede



E fora do campo de visão
do participante de eventos
Congressista, expositor, palestrantes...

Para além de outras
questões essenciais como...

Sistema de detecção de incêndios



A photograph of a fire safety installation on a concrete wall. A red fire hydrant cabinet is mounted in the center, containing a fire hose reel and a fire extinguisher. Above the cabinet, a network of red pipes is visible, including a main horizontal pipe with a pressure gauge and a valve. The pipes are labeled with 'F' and arrows indicating flow direction. The background shows a building with large windows and a balcony with a metal railing.

Hidrantes e extintores
sempre prontos



Câmeras posicionadas

A security guard, seen from behind, is seated in a control room. He is wearing a blue uniform shirt and a dark cap. He is looking at a large wall of multiple CCTV monitors displaying various surveillance footage. The room is dimly lit, with a desk in the foreground containing a laptop, a mug, and other equipment. The text "Monitoramento 24 horas" is overlaid in the center of the image.

Monitoramento 24 horas

A cinematic photograph featuring two men in dark suits and sunglasses. The man in the foreground is in sharp focus, wearing dark aviator sunglasses and holding a transparent mobile phone to his ear with his right hand. He is looking off to the side with a serious expression. The man in the background is out of focus, also wearing sunglasses and a suit, looking in the same direction. 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 is covered with white linens, and the background is a soft, out-of-focus light blue. The text "São muitas coisas que os hóspedes nem percebem" is overlaid in the center of the image in a white, outlined font.

São muitas coisas que os
hóspedes nem percebem

A photograph of three people smiling and laughing in a crowded indoor setting, likely a conference or trade show. In the center is a Black man with glasses, wearing a brown blazer over a grey sweater, with a lanyard and badge around his neck. To his left is a woman with long brown hair, wearing a grey blazer over a red top, also with a lanyard. To his right is a woman with long brown hair, wearing a yellow sweater, with a lanyard. The background is blurred, showing other people and bright lights.

E que os visitantes
nem se dão conta

A close-up photograph of a hand holding a bright orange flower, possibly a gerbera, over a white, textured towel. The background is softly blurred, showing more of the towel and a hint of a person's arm. The text is overlaid in the center of the image.

Há muitas coisas
invisíveis tanto no turismo, nas
viagens e nos eventos

A close-up photograph of a hotel bell. The bell is silver with a black base and is being held by a hand wearing a white glove. The background is a blurred blue uniform with white buttons and epaulettes. The text "O hóspede pede" is overlaid in the center.

O hóspede pede

A close-up photograph of a dish served on a white ceramic plate with a fluted, sunburst-like rim. The dish consists of a light-colored, possibly poached or steamed, protein (like a fish fillet or chicken breast) topped with a generous amount of thinly sliced, pale yellow-green vegetables, likely leeks or onions. A small sprig of fresh green herbs, possibly thyme, is placed on top of the vegetables. The plate is set on a dark, reflective surface. In the background, a glass and another plate are partially visible but out of focus. 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 housekeepers, standing in a laundry room. The woman on the left is wearing glasses and has her hair in a bun, while the woman on the right has short brown hair. Both are smiling and looking at each other. They are each holding a large, neat stack of white towels. The background shows laundry equipment and other staff members in white uniforms, slightly out of focus.

Uma toalha molhada some

E uma limpa aparece





Mágica!

A man with dark hair and a beard, wearing a blue t-shirt, is smiling broadly while holding a large roll of white toilet paper. He is standing in a room filled with many more rolls of toilet paper, some stacked on shelves and others on the floor. The background is slightly blurred, showing more rolls and a warm light source.

© papel higiênico nunca acaba



Mágica!



Mr. M...



Qual é o segredo?



GENTE



GENTE

GENTE





GENTE



GENTE



GENTE





GENTE



GENTE



GENTE



GENTE

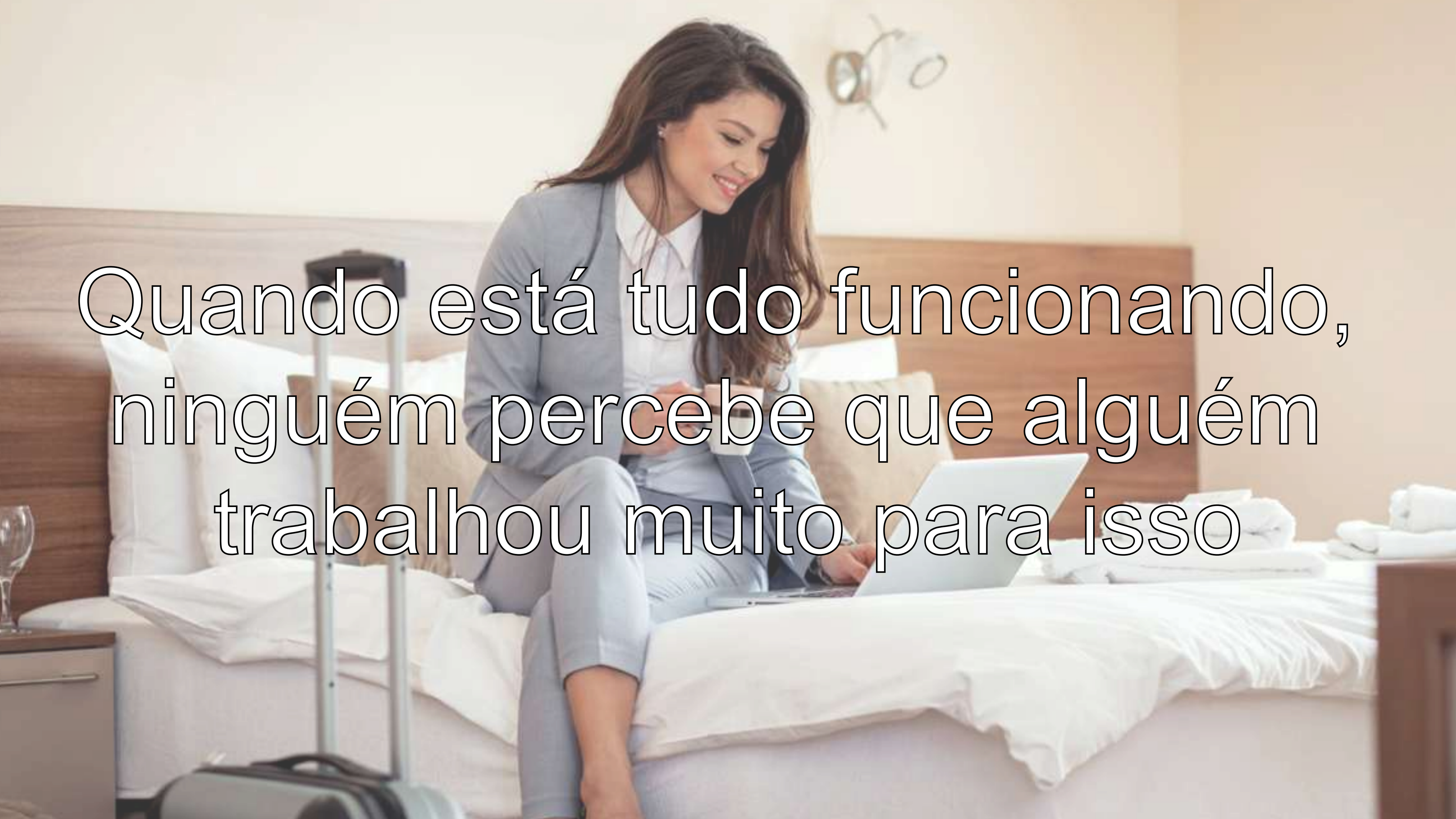
A diverse group of eight young professionals, four men and four women, are posed in a modern office setting. They are all smiling and looking towards the camera. The group includes a man in a chef's uniform with a tall white hat, and several others in business casual attire like white shirts, black vests, and skirts. The background shows office furniture and large windows.

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 hotel bed. She is smiling and looking down at a laptop on her lap. She is also holding a white coffee cup. The bed has white linens and a wooden headboard. A suitcase is visible on the floor next to the bed. The background is a warm, orange-toned wall with a small decorative object.

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



No turismo e nos eventos
entendemos isso muito bem em
relação as expectativas dos
hóspedes e visitantes

Mas...

A hotel lobby scene featuring a female staff member in a dark blue uniform and white shirt, holding a clipboard and gesturing towards a couple. The couple consists of a woman in a blue blazer and a man in a tan blazer and glasses, both smiling. The man is holding a black suitcase. In the background, there is a brass luggage cart and large glass doors leading outside.

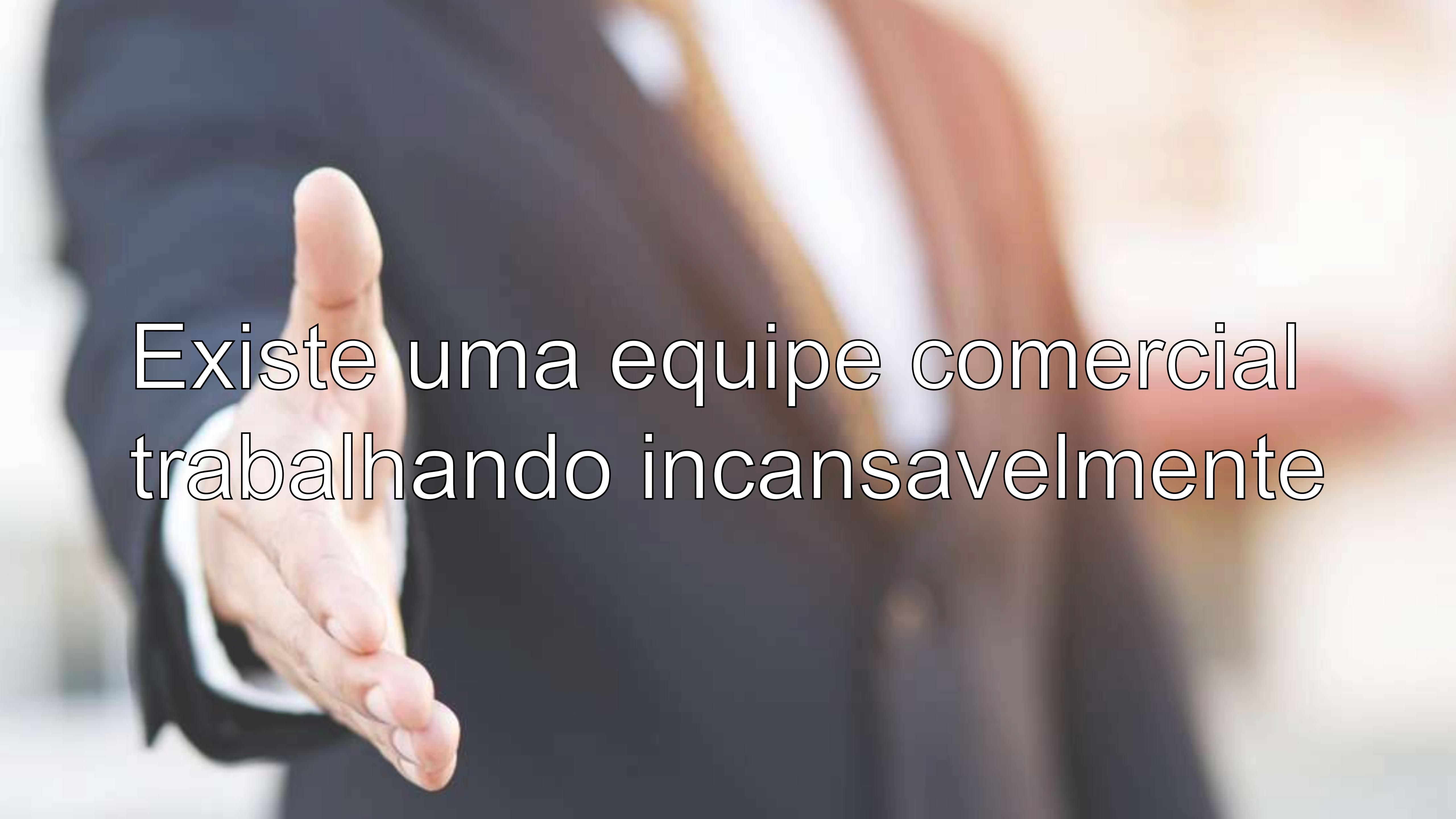
Para ter hóspede



E para ter participante de
eventos, expositores e
visitantes de feiras

Tem outro trabalho essencial

Que também é invisível aos olhos



Existe uma equipe comercial
trabalhando incansavelmente



Para negociar e fechar contratos

Para garantir e fazer reservas

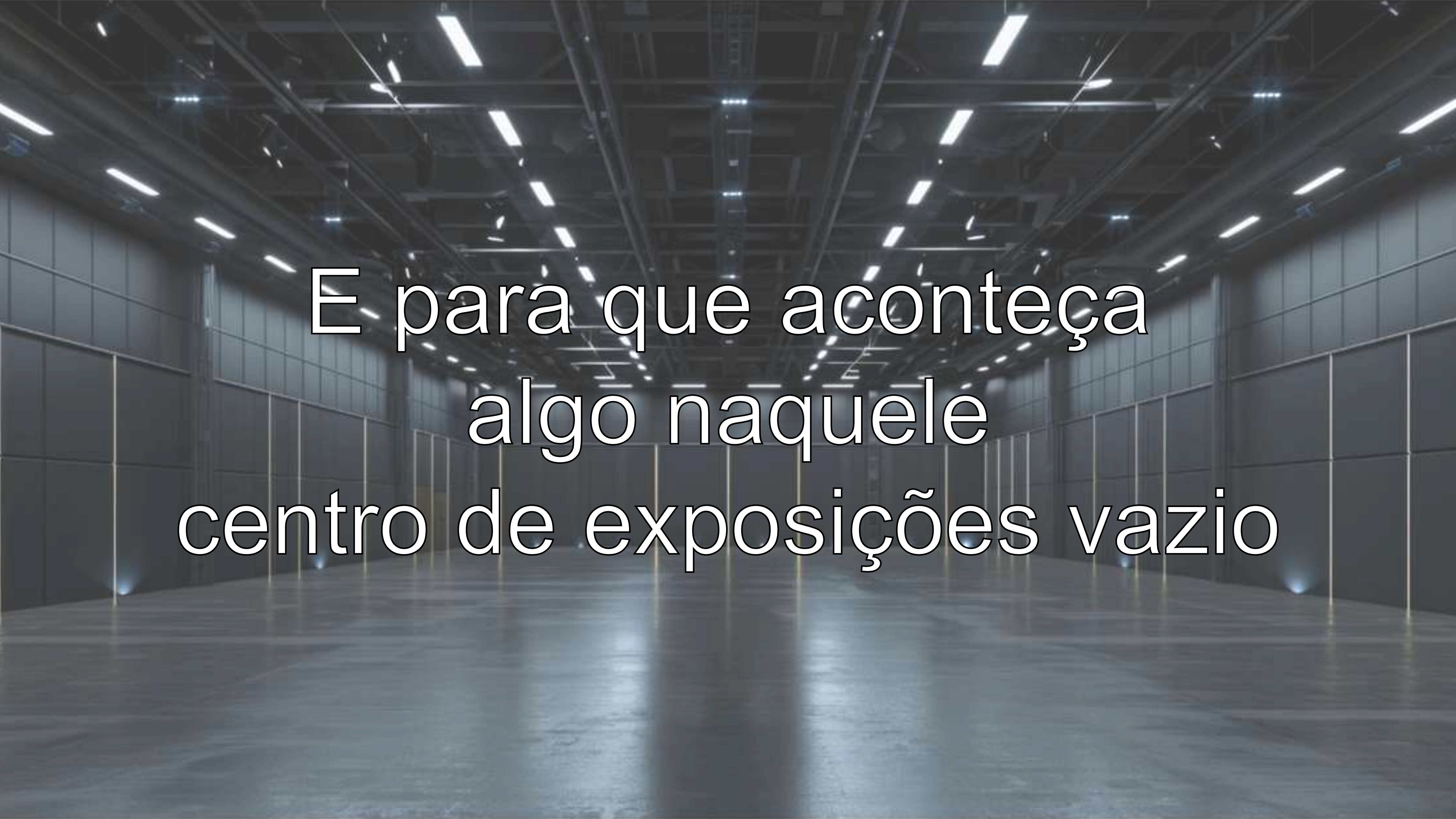




Para colocar um evento de pé



Para que aquela cama que está
arrumada tenha alguém pra dormir

A wide-angle, low-perspective shot of a vast, empty exhibition hall. The ceiling is high and features a complex network of dark metal trusses and numerous long, rectangular fluorescent light fixtures that create a rhythmic pattern of light and shadow. The walls are composed of dark, rectangular panels, possibly glass or metal, with thin vertical lines separating them. The floor is a smooth, light-colored surface that reflects the overhead lights, creating a series of bright, elongated reflections that recede into the distance. The overall atmosphere is one of modernity and emptiness.

E para que aconteça
algo naquele
centro de exposições vazio

E esse trabalho comercial
quando bem feito é como

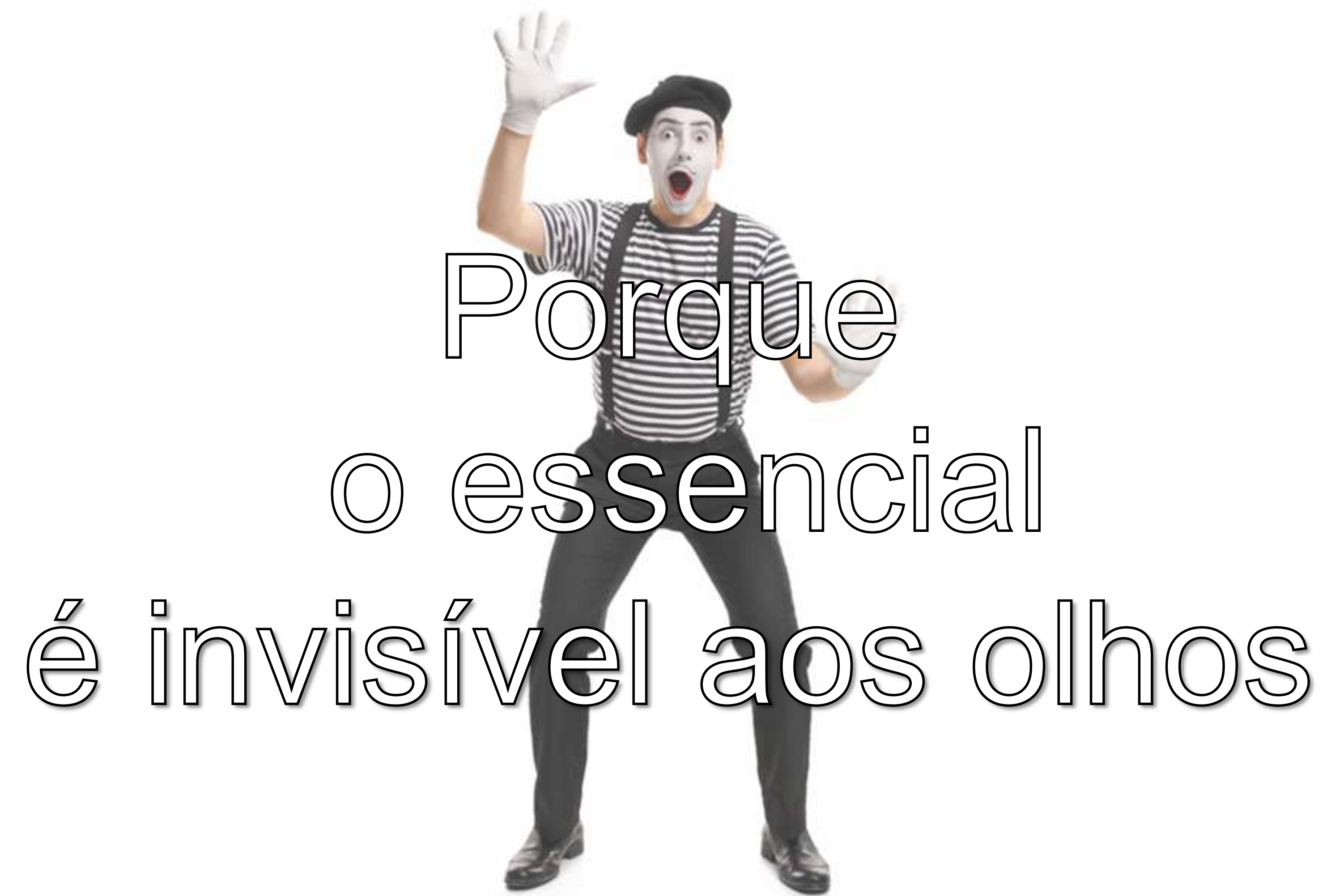


MÁGICA!

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

E como o comercial não vê
o trabalho operacional

Por que?



Mas...

Sem vendas não tem
hóspede e sem operação
não tem hospedagem

A mesma coisa no
setor de eventos

Sem fechar
Inscrições, compra de
chão, e patrocínios
não tem eventos

Da mesma forma...

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



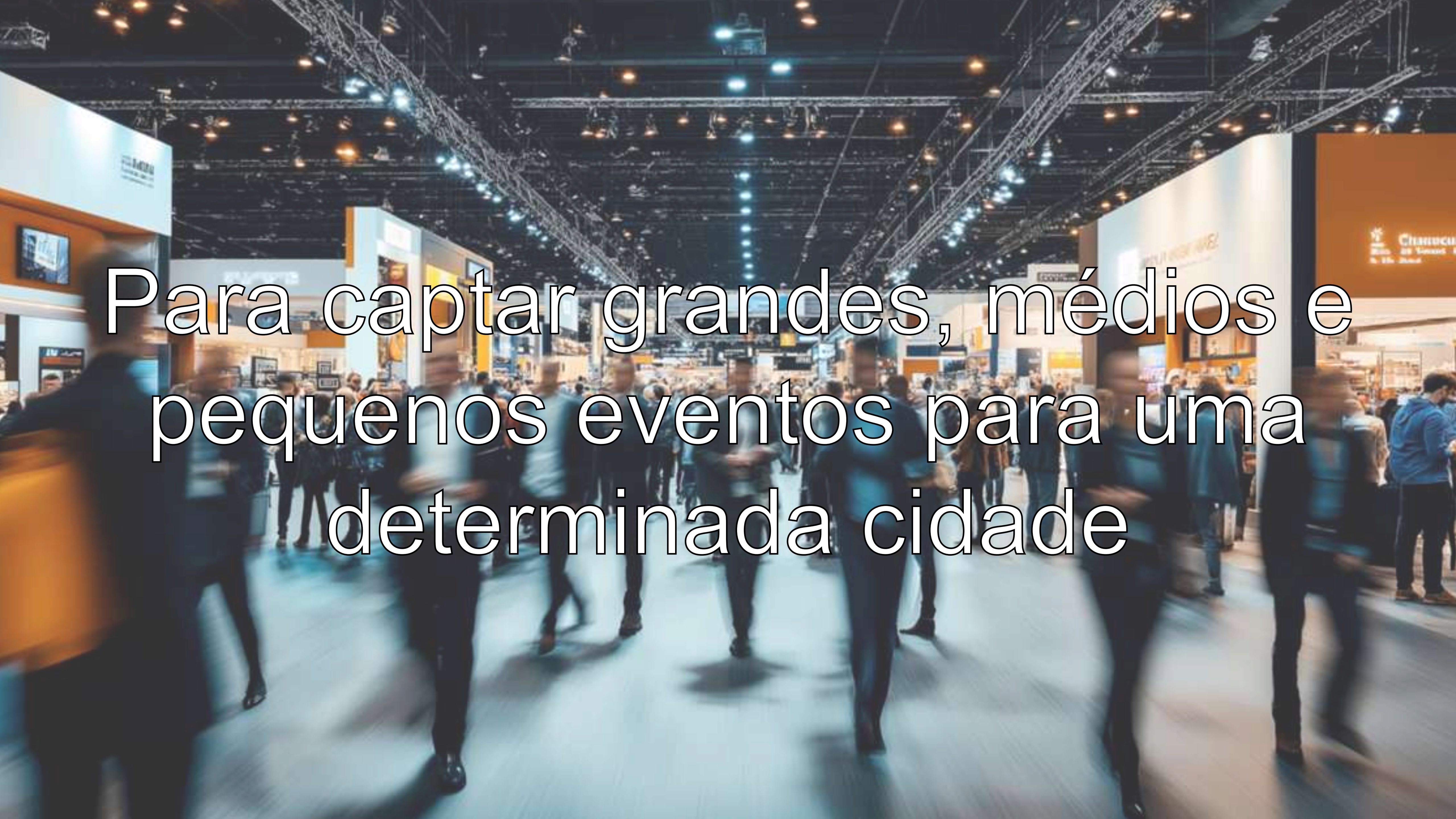
Mágica!

A group of three business professionals are walking through a modern glass entrance. In the foreground, a woman in a white shirt and black trousers walks towards the camera, carrying a black bag. Behind her, a man in a dark suit and turtleneck walks, also carrying a bag. To the right, another man in a dark suit and turtleneck walks, holding a large black suitcase. The entrance features large glass doors with wooden frames and handles. A green exit sign is visible on the left door. The floor is made of light-colored tiles.

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



Para ter visitantes a lazer
que vem para a cidade passear



Para captar grandes, médios e pequenos eventos para uma determinada cidade

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 dark pants is standing in a hotel room. They are holding a white 'Do Not Disturb' sign on the door handle with their right hand and a grey suitcase with their left hand. The room has a patterned carpet and a wooden cabinet. The text 'Todos eles precisam dormir em algum lugar' is overlaid in the center.

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 light blue button-down shirt is sitting in the passenger seat, smiling at the camera. The driver, seen from the back, is wearing a white shirt and has his hands on the steering wheel. The car's interior, including the seats and headrests, is visible. The text "Todos eles precisam se movimentar" is overlaid in the center of the image.

Todos eles precisam
se movimentar



Todos eles vão fazer compras

A photograph of a museum gallery with high ceilings and light-colored walls. Several large framed paintings are displayed on the walls. In the foreground, a man in a brown sweater and a woman in a grey jacket are seen from behind, looking at the art. Other visitors are visible in the background, some looking at the paintings and others talking. The floor is made of polished wood.

Vãø visitar lugares

A vibrant night scene at a party or concert. In the center, a woman with long dark hair is seen from behind, her arms raised high in the air. She is surrounded by a dense crowd of other people, also with their arms raised, creating a sense of collective celebration. The air is filled with a shower of colorful confetti, primarily in shades of red, orange, and yellow, which is illuminated by bright, cool-toned stage lights (blue and purple). The overall atmosphere is one of high energy and joy.

Vão curtir a noite

A person with short brown hair, wearing a blue and white striped long-sleeved shirt and dark shorts, is sitting on a wooden park bench. They are seen from behind, with their hands clasped behind their head, looking out over a lush green park. The bench is made of dark wood and is situated on a brick-paved path. In the background, there are various green trees and bushes under a clear sky. The text "Vão aproveitar a cidade" is overlaid in white on the image.

Vão aproveitar a cidade

A vibrant, futuristic illustration of a city skyline at sunset. The sky is filled with orange and blue clouds, and streaks of light suggest advanced technology or space travel. In the foreground, a large crowd of people is walking away from the viewer on a path that glows with colorful light trails, leading towards the city. The overall mood is one of progress and forward movement.

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

é garantir
EVENTOS nos centros
de convenções e exposições

é garantir
emprego e renda

Mas para esses
eventos acontecerem na cidade

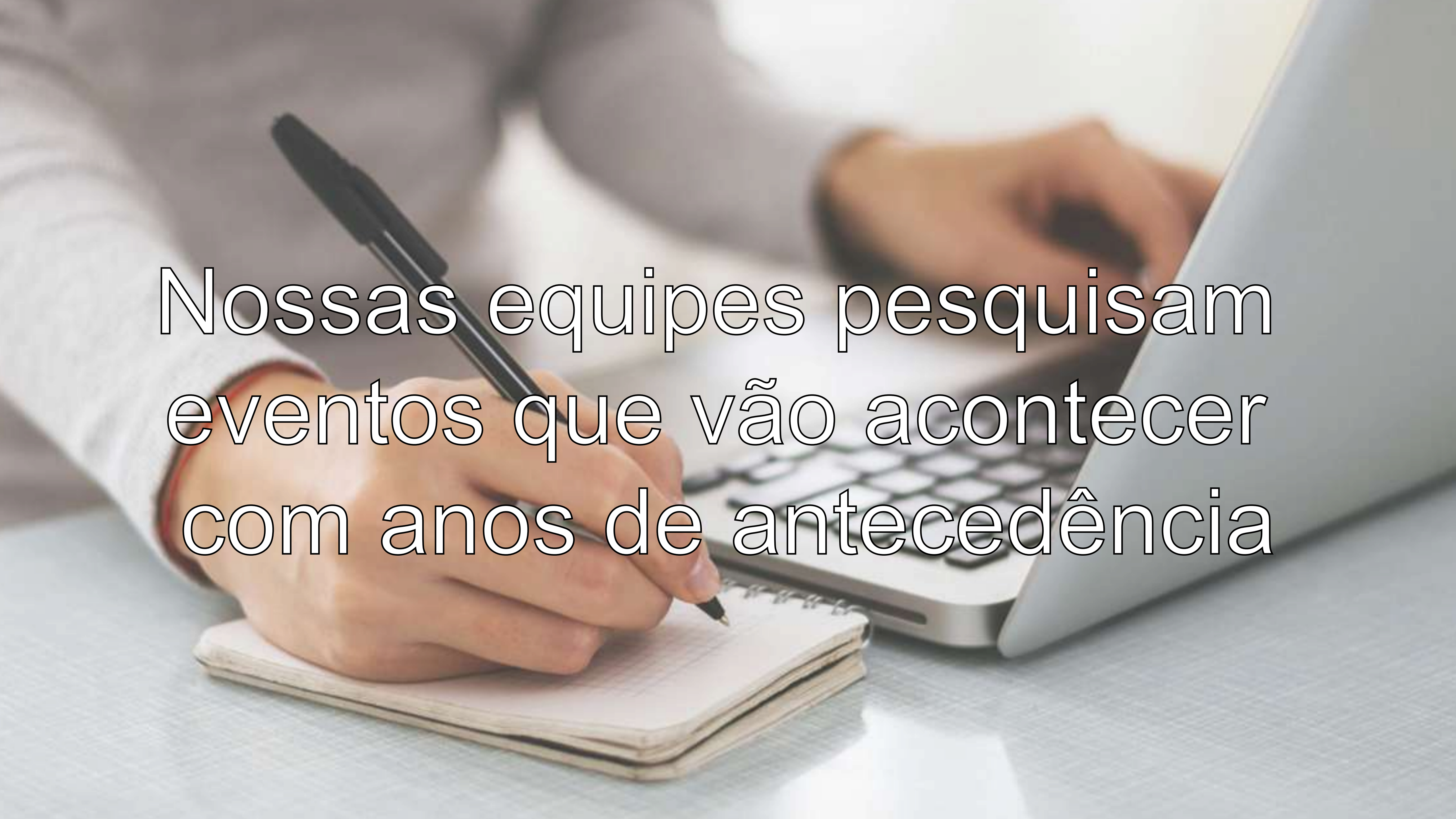
Alguém precisa ir atrás deles

Alguém precisa convencer
os travel managers,
organizadores, e promotores
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, shallow depth-of-field photograph of a person's hands. One hand is holding a black pen and writing on a small, spiral-bound, cream-colored notebook. The other hand is resting on a silver laptop keyboard. The background is blurred, showing more of the laptop and the person's arm. The text is overlaid in the center of the image.

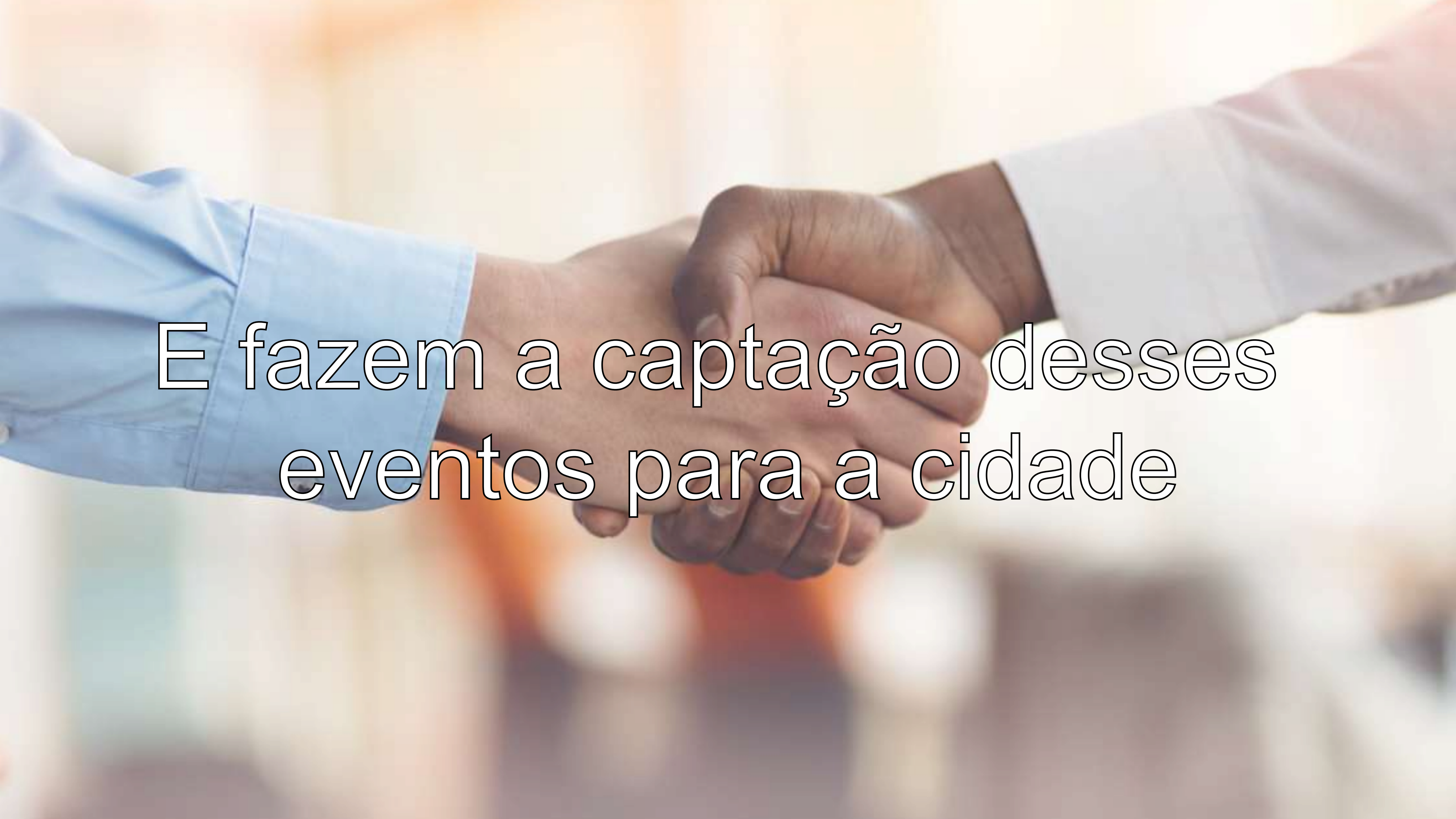
Nossas equipes pesquisam
eventos que vão acontecer
com anos de antecedência



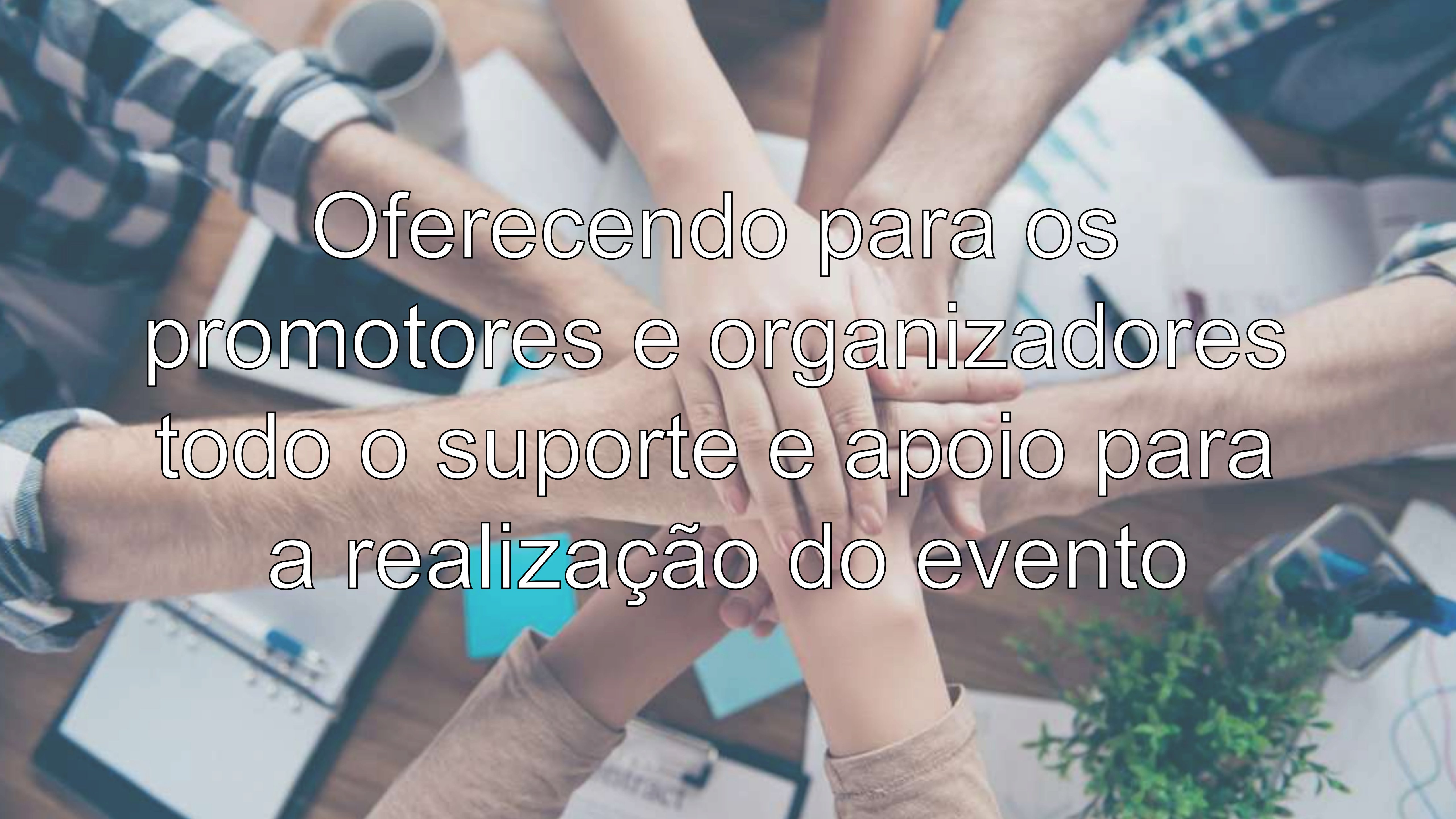
Entram em contato
com entidades,
promotores e organizadores

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 cuff, and the hand on the right is wearing a white shirt cuff. The background is blurred, showing indistinct shapes and colors, suggesting an indoor setting with other people present.

E fazem a captação desses
eventos para a cidade

A top-down view of several hands of different skin tones stacked together in a circle on a wooden desk. The hands are reaching from various directions, creating a sense of unity and teamwork. In the background, there are blurred office items like papers, a pen, and a small potted plant.

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 road show,
feiras de turismo e de mice

A blue-toned map with a network of white lines representing roads or rivers. A large, 3D blue location pin is placed on the map, pointing downwards. The background is a gradient of blue.

Vamos para o mundo
para o mundo vir pra gente

Um trabalho que parece...



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, de clientes,
de fregueses

As entidades de
Visitors e de Conventions bureaus
são essenciais

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



Grupos e grupos de
visitantes chegam na cidade

A large audience is seated in a conference hall, facing a stage. On the stage, four people are seated in a row, likely participating in a panel discussion. A large screen on the left side of the stage displays a close-up of one of the speakers. The audience is seated in white chairs, and the overall atmosphere is professional and formal.

A cada evento captado...

A man in a dark suit and white shirt is standing in profile, holding the handle of a glass door. A woman with long blonde hair, wearing a green trench coat, is walking through the door. Another man in a dark jacket is standing to the right, looking towards the woman. The background shows a modern interior with warm lighting and wooden accents.

é gente chegando nos hotéis



A cada evento captado...



é gente ocupando os quartos

A close-up shot of two hands in business suits shaking firmly. The background is a blurred modern building with large windows, and a bright sun is visible in the upper center, creating a warm, golden glow and lens flare. The text "A cada evento captado..." is overlaid in white with a thin black outline.

A cada evento captado...

A group of people in business attire are standing at a buffet table. In the foreground, there are several trays of appetizers, including fried items, small sandwiches, and colorful salads. The people are holding plates and looking at the food. The background is slightly blurred, showing more people and a well-lit indoor setting.

São clientes consumindo

A large crowd of people is gathered at an outdoor music festival. In the background, a stage is visible with a large screen displaying a performer. The crowd is diverse in age and appearance, with many people wearing casual summer clothing. The scene is bright and festive.

A cada evento captado....

An aerial photograph of a water park. In the foreground, three men are sliding down a large, multi-lane slide that has blue and green sections. The man on the left is wearing red shorts, the middle man is wearing dark patterned shorts, and the man on the right is wearing teal patterned shorts. The slide curves and loops through the park. In the background, there are other water park features, including a large pool with colorful umbrellas, a roller coaster on a hill, and various buildings. The text "São clientes se divertindo" is overlaid in the center of the image.

São clientes se divertindo



São agentes de viagens
Transformando sua viagem
em uma experiência memorável

A photograph of two men in business suits shaking hands. The man on the left is white with a beard, wearing a light grey suit. The man on the right is Black with a beard, wearing a dark blue suit. They are both smiling. The background is a large window with vertical bars, showing a blurred cityscape. The text "A cada evento captado..." is overlaid in the center in a white, outlined font.

A cada evento captado...



São mais empregos no turismo,
nos eventos e para muitos
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 his small, rocky planet, which has a single yellow rose growing on it. He is covering his eyes with both hands. The planet is surrounded by several other planets, some with rings, and a small satellite. The background is a light blue sky with faint white lines representing orbits.

E apesar do essencial
ser invisível aos olhos...



Estou aqui para trazer visibilidade
para esse trabalho que fazemos

Diferentemente dos
hotéis, agenciamento, transporte,
restaurantes, entretenimento,
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
contribuição de associação

Essas entidades são
mantidas pelo ROOM TAX



Uma contribuição voluntária
dos próprios hóspedes

Que não saí do lucro do hotel

Ou seja, para que as organizações de
Visitors e de Conventions atuem, elas
precisam da contribuição do associado,
o repasse do ROOM TAX dos hotéis
e de patrocínio de ações
promocionais e fóruns

A importância do associativismo

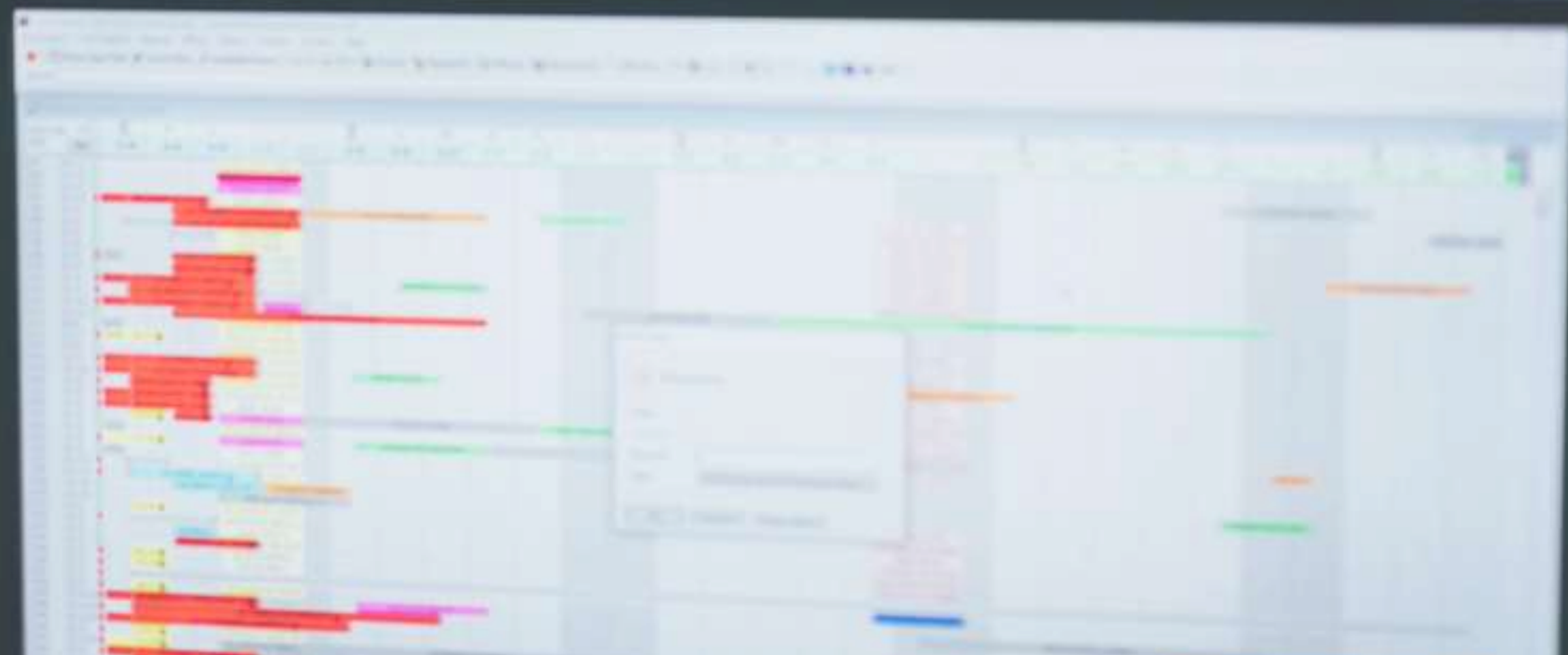
Sendo assim...

Em nome de todas essas
entidades que trabalham em prol
do turismo, das viagens
e dos eventos

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 promotores e
organizadores de
eventos incentivem
seus clientes a contribuírem
com o ROOM TAX

E que os demais
associados contribuam
com suas mensalidades



A close-up photograph of a transaction at a counter. A person wearing a blue suit and a silver watch is handing a US dollar bill to a person wearing a red long-sleeved shirt. The counter is made of dark, veined marble. In the foreground, a black payment terminal with a keypad and a small screen is visible. A purple card is also on the counter near the terminal. The background is blurred, showing other people and a bright light source.

Ou com patrocínios,
vinculando sua marca
com seu destino

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

FOCA

Associativismo

Eventos
Viagens &
Turismo

Obrigado !



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