

VII FNH



O PAPEL DOS
VISITORS &
CONVENTIONS
BUREAUS NOS
DESTINOS

15.09

8h — 18h

Pullman Vila Olímpia

CONHECIMENTO
E INSPIRAÇÃO

FÓRUM NACIONAL DA HOTELARIA



União Nacional de CVBs e Entidades de Destinos

No Fórum de 2022,

Falamos do impacto das redes sociais nos destinos,
nos hotéis, nos eventos

Enfim, em toda cadeia produtiva

Uma sociedade conectada com tudo e com todos....

Para o bem e para o mal

EU VIVO



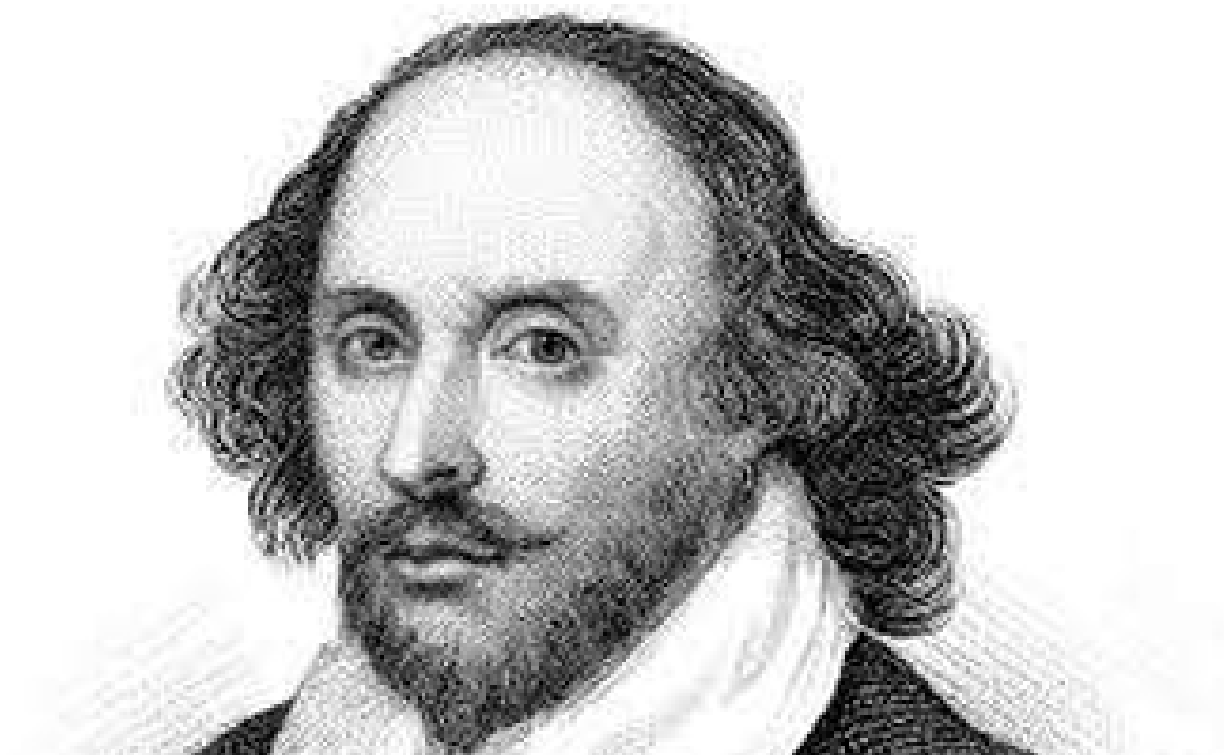
EU CURTO



EU COMPARTILHO

Share

CURTO OU
NÃO CURTO?
EIS A QUESTÃO!



SHAKSPEARE

No Fórum de 2023,

falamos sobre a importância do

Associativismo e Representatividade

**Perse, reforma tributária, diárias de 24 horas corridas,
insalubridade das camareiras, ecad.....**

E a necessidade do fortalecimento das instituições

E acima de tudo, focar com assertividade,
nos objetivos , sejam eles

Profissionais ou Pessoais

Foca



No Fórum de 2024,
começamos nossa palestra
falando do
livro do Pequeno Príncipe

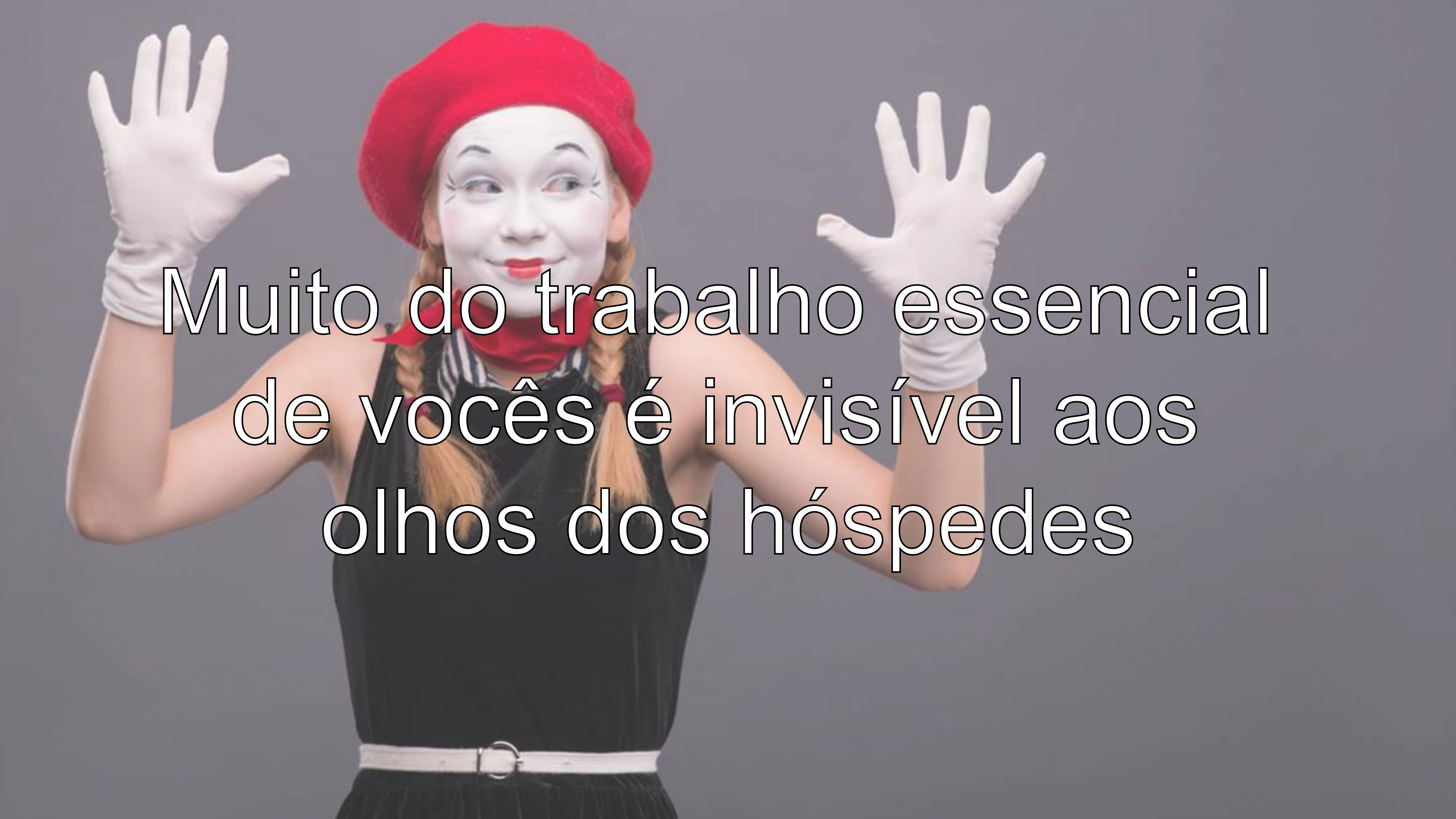
“O essencial é invisível aos olhos”





FALAMOS DA INVISIBILIDADE DO ESSENCIAL

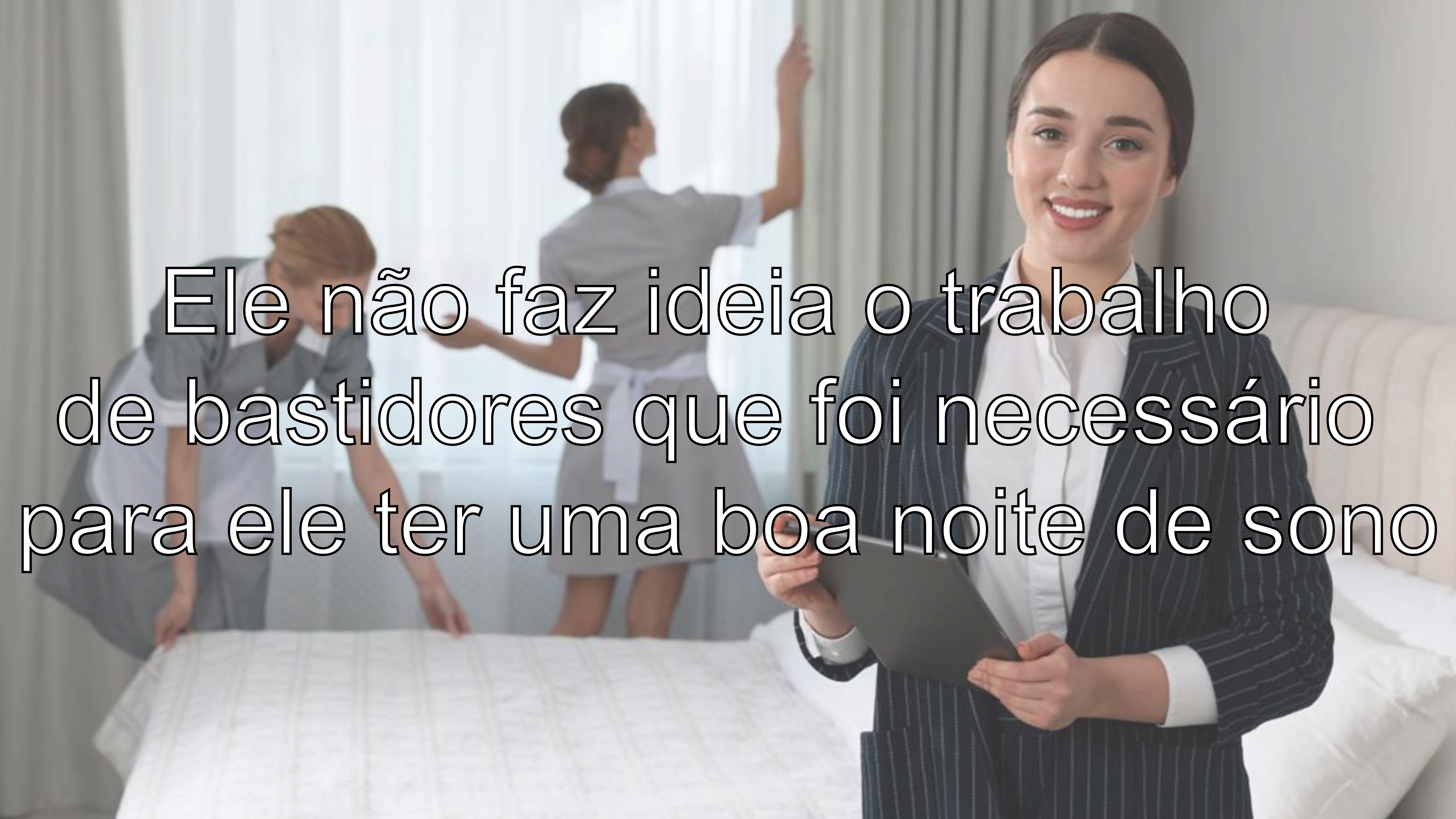
Hoteleiros entendem bem isso

A person dressed in a red beret, white face paint, and white gloves, with their hands raised in a gesture. They are wearing a black sleeveless top and a white belt. The background is a solid grey color.

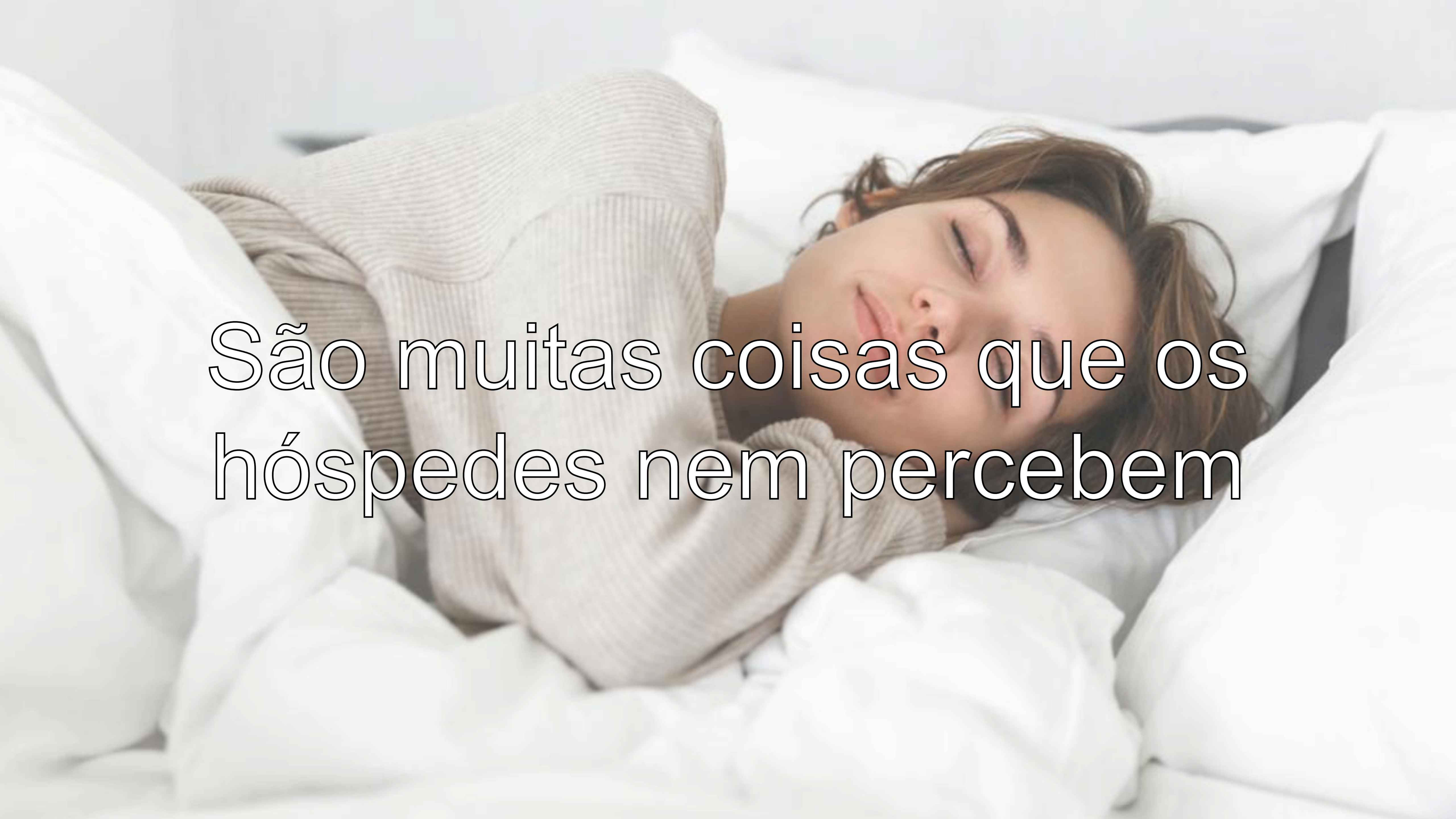
Muito do trabalho essencial
de vocês é invisível aos
olhos dos hóspedes

Quando um hóspede
chega num hotel



A woman in a dark blue pinstripe suit and white shirt is smiling and holding a tablet. In the background, two hotel staff members in grey uniforms are working on a bed. The scene is set in a bright, modern hotel room with large windows and white curtains.

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

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 white. 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 close-up photograph of a hand holding a vibrant orange flower with a dark center. The hand is positioned above a white, textured towel that is draped over a surface. The background is softly blurred, showing more of the towel and a hint of a person's arm. The overall lighting is warm and natural.

Há muitas coisas
invisíveis na hotelaria

A diverse group of seven people, four women and three men, are standing in a modern office environment. They are all smiling and looking towards the camera. The group includes a chef in a white uniform and tall hat, and several others in business attire like white shirts, black vests, and skirts. The background shows office furniture and large windows.

O SEGREDO É GENTE



Para negociar e fechar contratos

A modern hotel lobby with a large glass revolving door. A woman in a light grey suit is talking on a mobile phone while walking through the door. A man and a woman in business attire are walking together towards the right. A bellhop in a white shirt and black pants, wearing a face mask, is pushing a brass bellhop cart loaded with several blue and black suitcases. The floor is highly reflective, showing the people and the cart. The background shows the interior of the hotel with a reception desk and other guests.

Para garantir e fazer reservas



Para que aquela cama que está
arrumada tenha alguém pra dormir

Existe um outro trabalho invisível,
que também é essencial e que
esta diretamente
vinculado a hotelaria

São as entidades de
Visitors e de Conventions Bureaus

AM

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CE

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TO



ES



RJ



PR



SC



RS



União Nacional de CVBs e Entidades de Destinos

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 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 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 light blue button-down shirt is sitting in the driver's seat, smiling at the camera. Another man, seen from the back and side, is in the passenger seat, wearing a white shirt and holding 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 taking photos. The floor is made of polished wood.

Vãø visitar lugares

A vibrant night scene at a party or concert. The image is filled with a dense crowd of people, many of whom have their arms raised in the air. The atmosphere is festive, with a large amount of colorful confetti (pink, blue, and white) floating through the air. The lighting is a mix of warm orange and red tones from the foreground and cooler blue and purple tones from the background, suggesting stage lights or night-time outdoor lighting. The overall mood is one of celebration and high energy.

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 park features a brick path, green grass, and various trees and bushes in the background. The text "Vão aproveitar a cidade" is overlaid in white on the image.

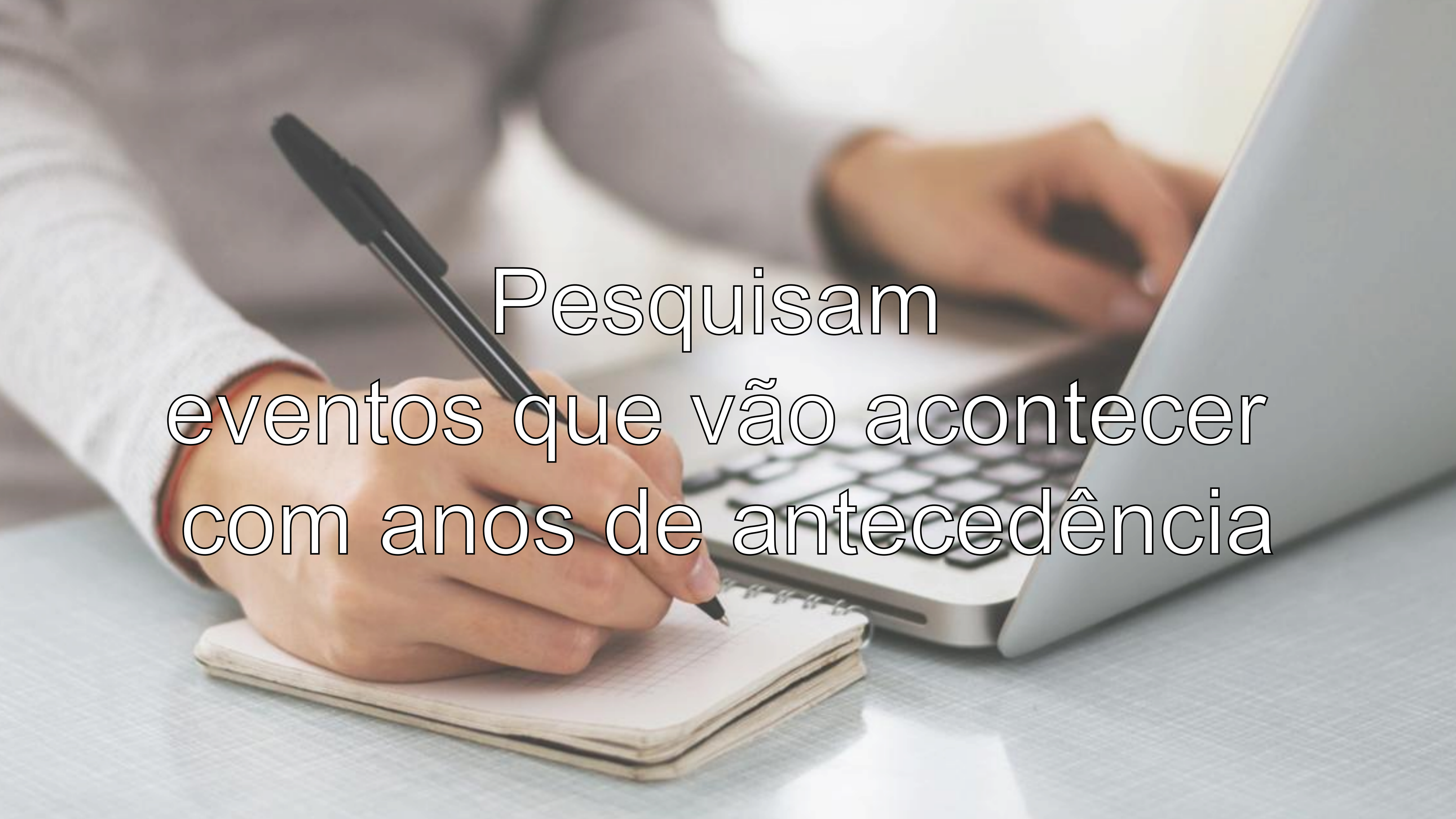
Vão aproveitar a cidade

A vibrant, futuristic illustration of a city skyline at sunset or sunrise. In the foreground, a large crowd of people is walking away from the viewer on a wide, glowing path that stretches towards the city. The path is composed of many parallel lines of light in shades of orange, yellow, and blue. The city in the background features numerous tall, spiky skyscrapers. The sky is filled with colorful clouds and streaks of light, suggesting a high-tech or magical environment.

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

é o que definimos como
Economia do Visitante

Os Visitors e os Conventions
Bureaus fazem um trabalho
essencial invisível

A close-up, shallow depth-of-field photograph of a person's hands. The person is wearing a light-colored, long-sleeved shirt. Their right hand is holding a black pen and writing on a small, spiral-bound, cream-colored notebook. The notebook is resting on a light blue, textured surface. In the background, a silver laptop is open, and the person's left hand is visible, resting on the laptop's keyboard. The text "Pesquisam eventos que vão acontecer com anos de antecedência" is overlaid in a white, outlined font across the center of the image.

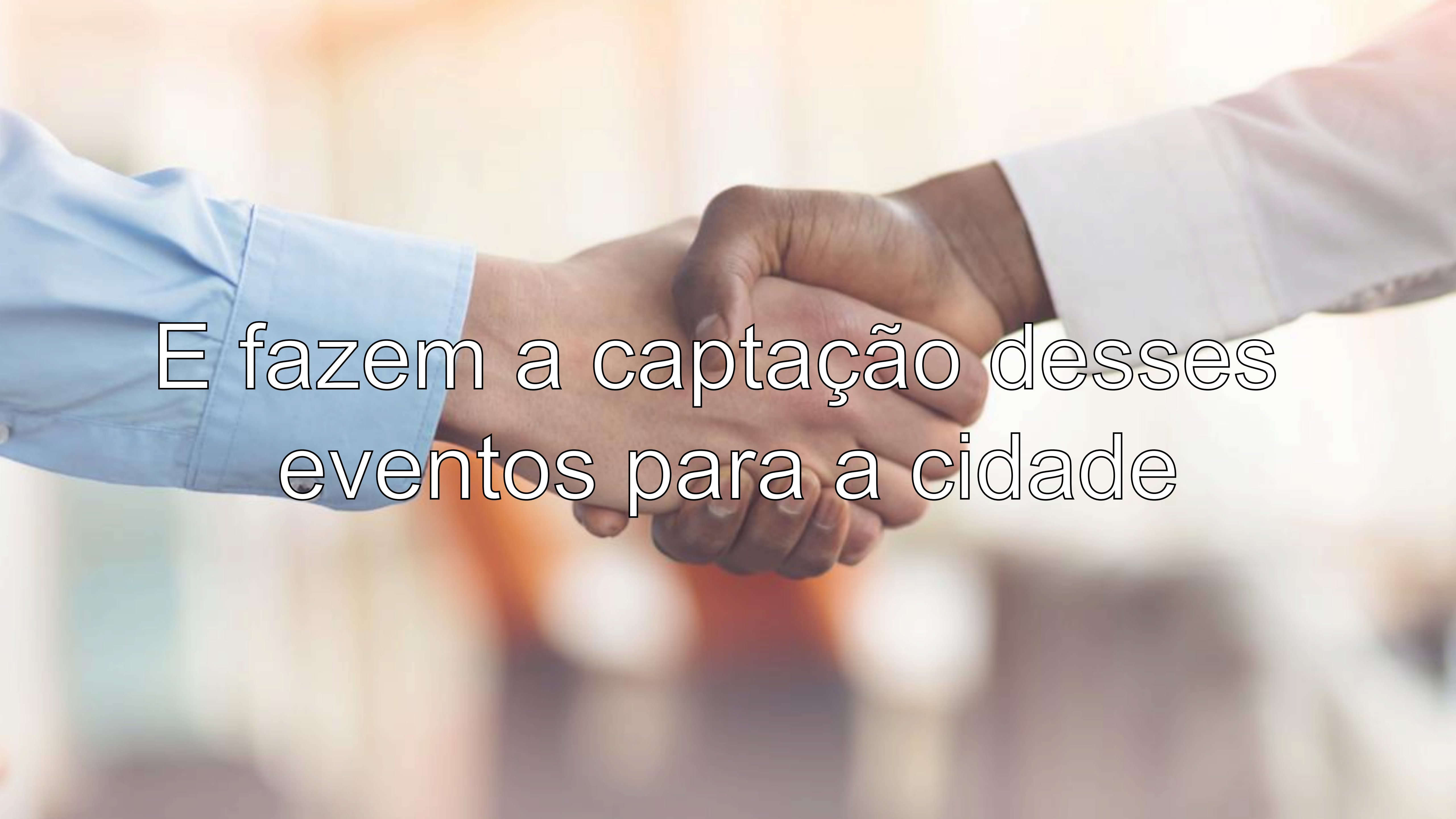
Pesquisam
eventos que vão acontecer
com anos de antecedência

A close-up photograph of a person's hand dialing a number on a grey corded office telephone. The hand is positioned over the numeric keypad, with the index finger pressing the number '3'. The phone has a coiled black cord and various function buttons like 'Call', 'End Call', and 'Transfer'. The background is blurred, showing a desk environment.

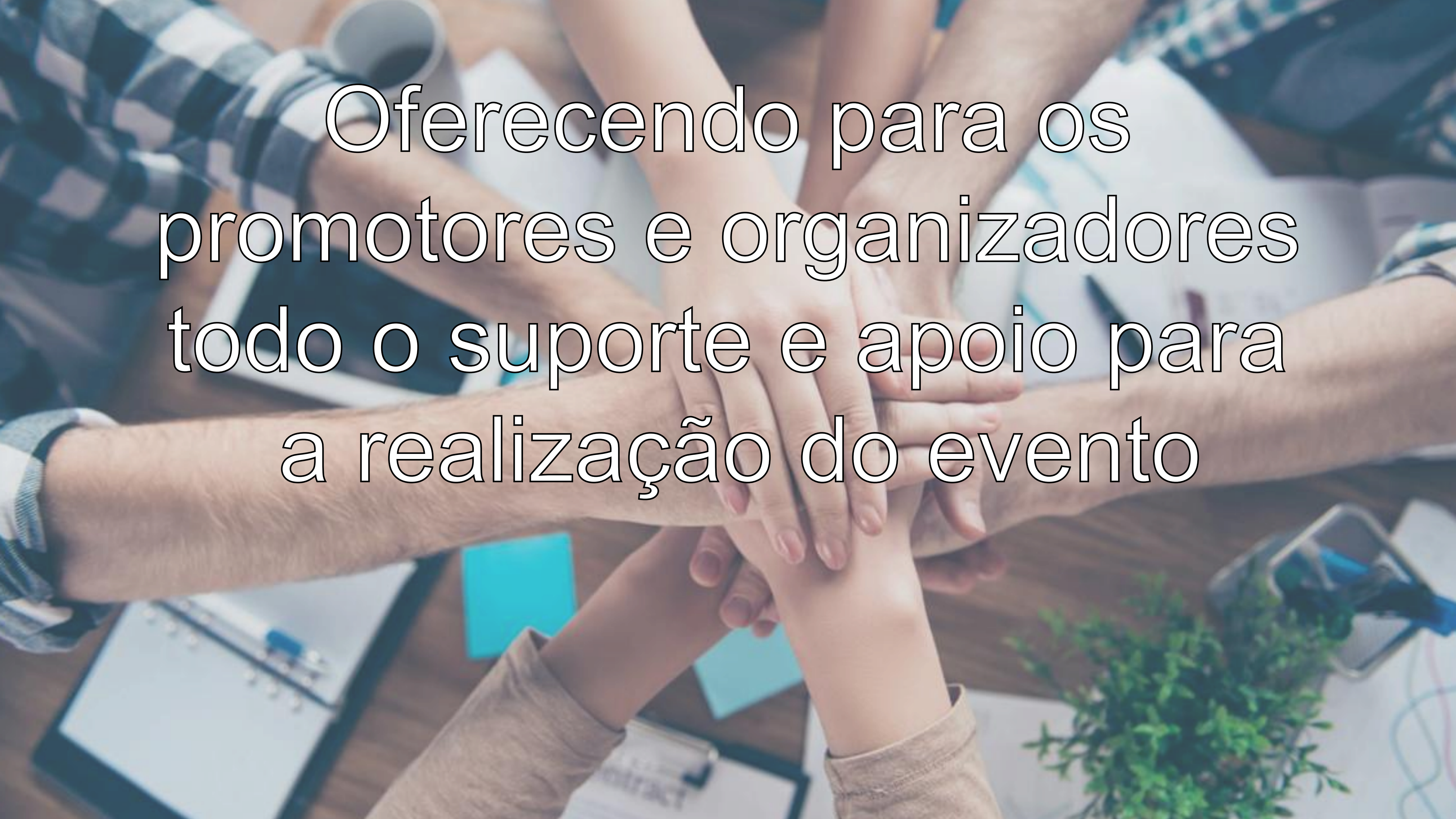
Entram em contato
com seus promotores

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 warm, golden light and indistinct shapes of people, suggesting a social or professional gathering.

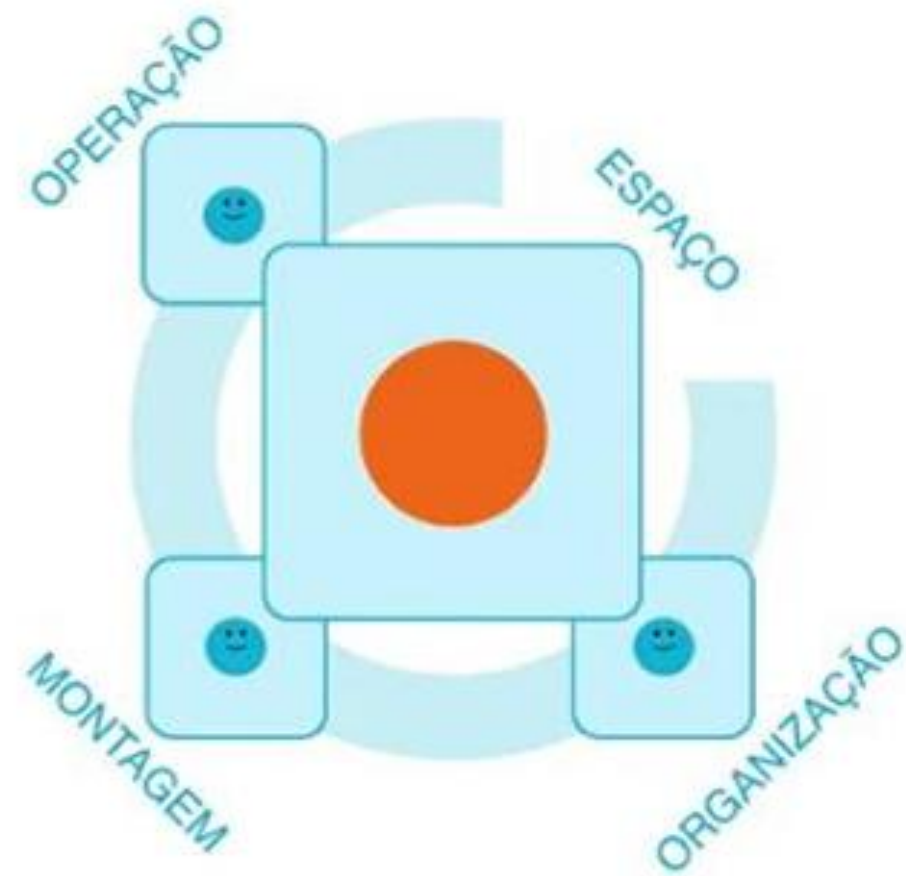
E fazem a captação desses
eventos para a cidade



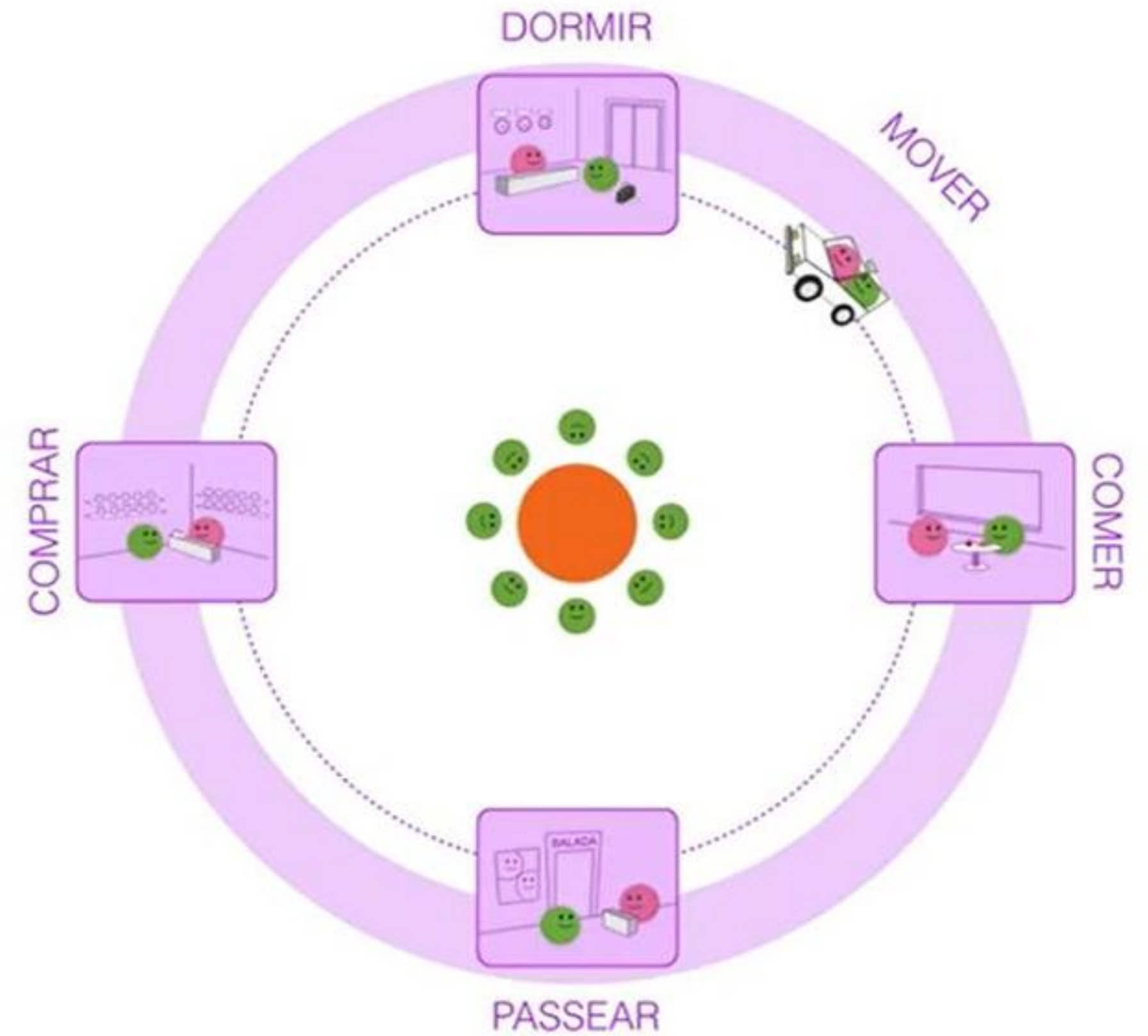
Oferecendo para os
promotores e organizadores
todo o suporte e apoio para
a realização do evento

E criando inúmeras
oportunidades
de negócios

CADEIA PRODUTIVA DA INDÚSTRIA DE EVENTOS



CADEIA PRODUTIVA DE VIAGENS E TURISMO



Além disso...

São Profissionais que
viajam
o mundo todo



Promovendo o destino
em feiras de turismo,
road show e reuniões

A blue location pin is positioned on the right side of the image, pointing downwards towards a stylized map. The map features a network of white lines representing roads or rivers on a blue background. The text is centered over the map.

Vamos para o mundo
para o mundo vir pra gente

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





FLUXO DE VISITANTES
é igual a
MAIS HÓSPEDES



E sem HÓSPEDE não tem hotel

Toda vez que um
bureau promove o destino ou
apoia ou 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, engaged 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 rows of 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 into a modern hotel lobby. Another man in a dark jacket is following her. The lobby has a warm, contemporary feel with wooden walls and modern decor.

é gente chegando nos hotéis

An aerial, high-angle view of a bustling trade show or exhibition hall. The floor is filled with numerous booths of varying sizes, many featuring large digital screens displaying various content. People are seen walking through the aisles, interacting at booths, and standing in groups. The lighting is bright, and the overall atmosphere is one of a busy, high-tech event. The text "A cada evento captado..." is overlaid in the center of the image.

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. A person in a light-colored dress is walking in the background on the left.

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 bright, 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, with many people wearing casual summer clothing. Some individuals in the foreground are holding up phones to capture photos or videos. The overall atmosphere is festive and lively.

A cada evento captado....

A person in a white t-shirt and blue jeans is standing in a crowded indoor space, possibly a train station or airport. They are holding a black rolling suitcase with their right hand. A black bag is slung over their shoulder. In the background, other people are visible, including a person in a dark jacket and blue jeans walking away, and another person in a green coat. The floor is covered with a patterned carpet. The text "é a ocupação aumentando" is overlaid on the image in a white, outlined font.

é a ocupação aumentando

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, 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 na hotelaria e
fornecedores
de produtos e serviços

An illustration of The Little Prince from the book 'Le Petit 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 with rings, and a small, distant planet is visible in the background. The text 'E apesar do essencial ser invisível aos olhos...' is overlaid on the image.

E apesar do essencial
ser invisível aos olhos...



Precisamos
trazer visibilidade
para esse trabalho

Essas entidades são
mantidas pelo ROOM TAX



Uma contribuição voluntária
dos próprios hóspedes

Que não saí da receita do hotel

Sem o esforço em arrecadar e repassar o
ROOM TAX para os Bureaus,
Esse trabalho de
atuar no bem receber e de
trazer mais visitantes
para a cidade
fica comprometido

Por isso, é muito importante que

As equipes comerciais incluam
nos seus acordos o ROOM TAX

A blurred background image of a hotel lobby with people in business attire. In the foreground, a person's hand is visible near a calculator on a dark counter.

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

The background of the image shows a hotel reception area. A woman in a black blazer and pink shirt is smiling and looking at a guest. The guest, a woman with long dark hair wearing a bright green dress, is standing at the reception desk and writing on a tablet. A silver bell is visible on the desk. The background consists of vertical wooden slats.

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

Estamos aqui
trabalhando por vocês

E com vocês

Contem conosco

Obrigado