



O PAPEL DOS VISITORS & CONVENTIONS BUREAUS NOS DESTINOS

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Outubro/2025 – Apresentação de uso interno



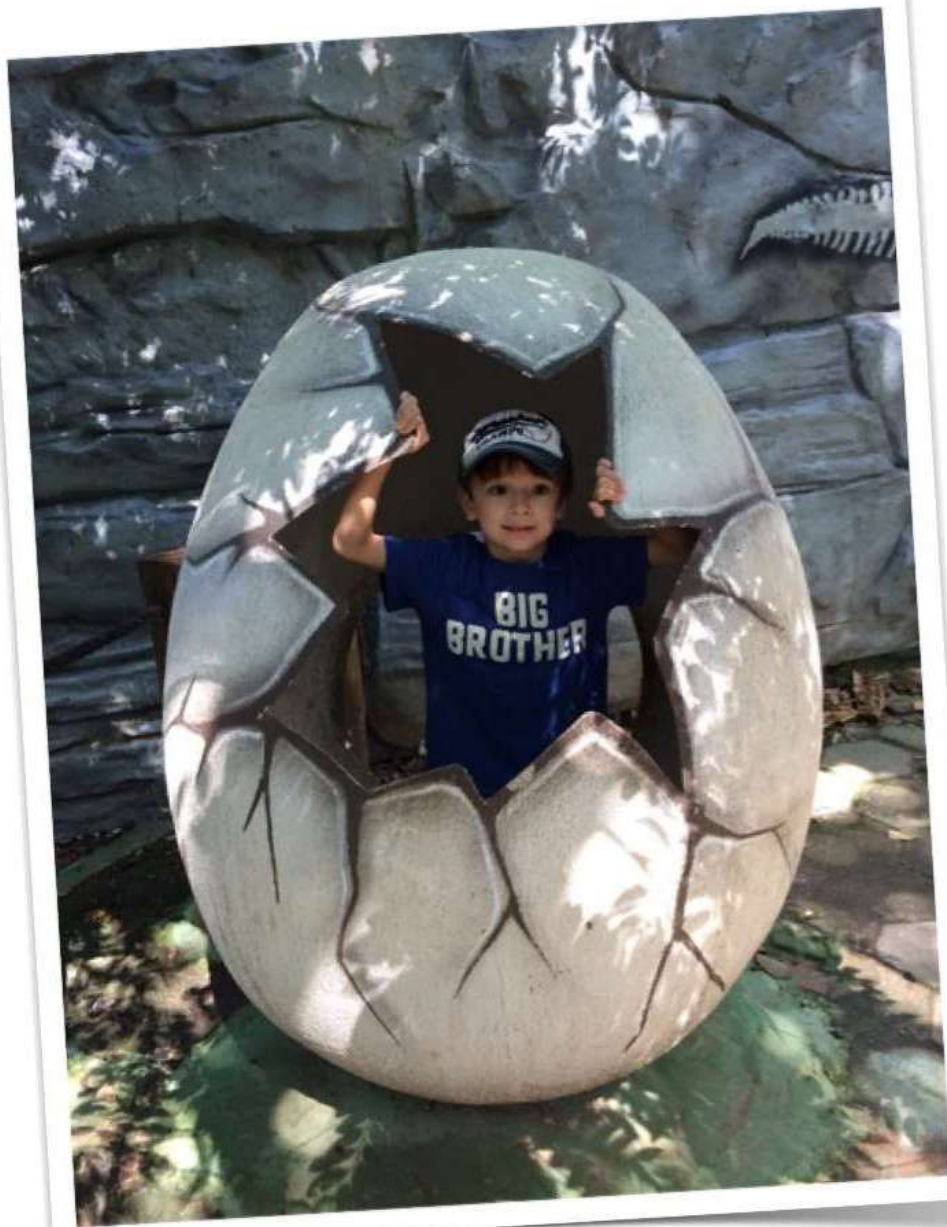
INSIGHTS

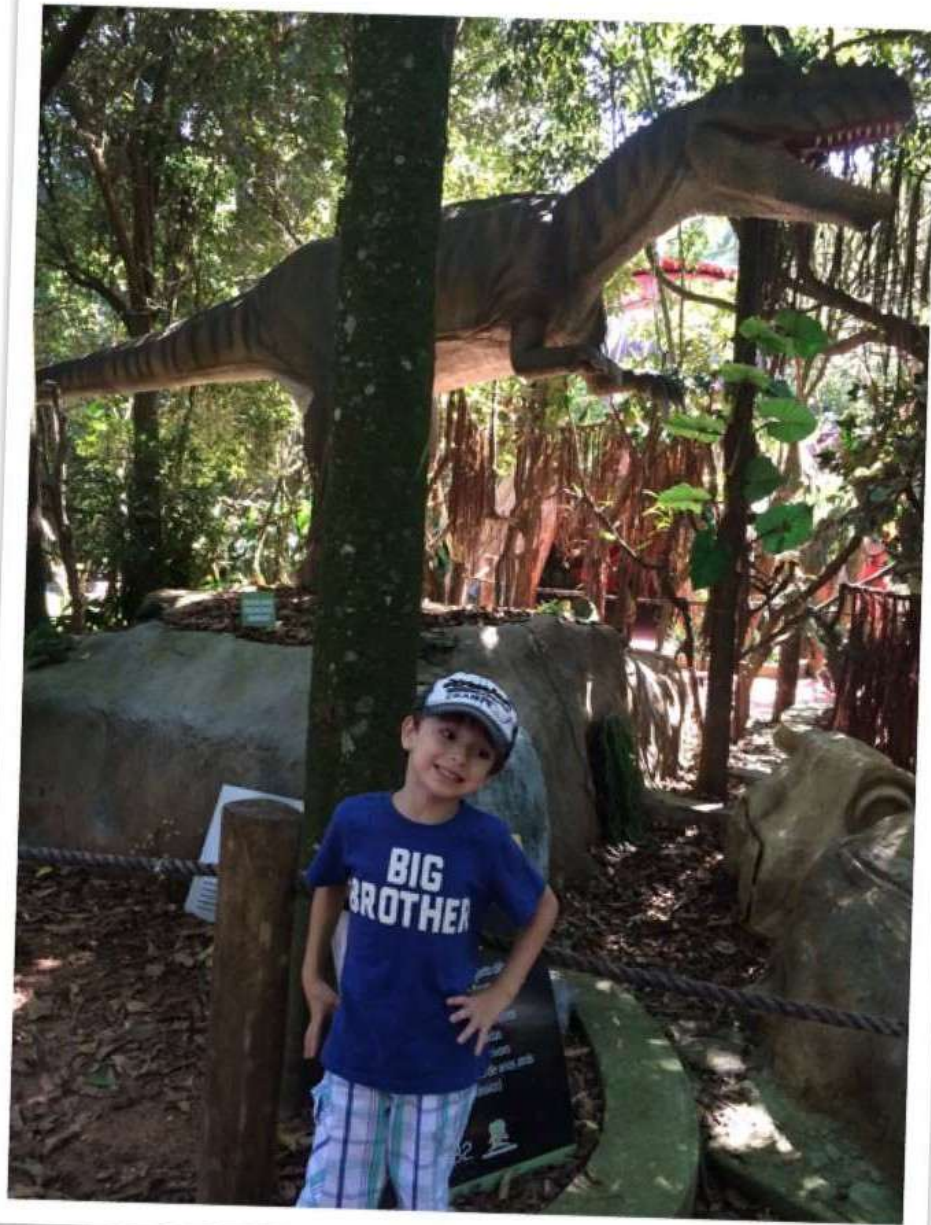
PRIMEIRO INSIGHT

WE
ARE
ONE













PAN GÉIA



TERRA INTEIRA

O QUE JÁ FOI JUNTO





SE SEPAROU





JUNTAMOS O MUNDO



ROTAS DE AVIÃO



ESTADOS UNIDOS

EUROPA

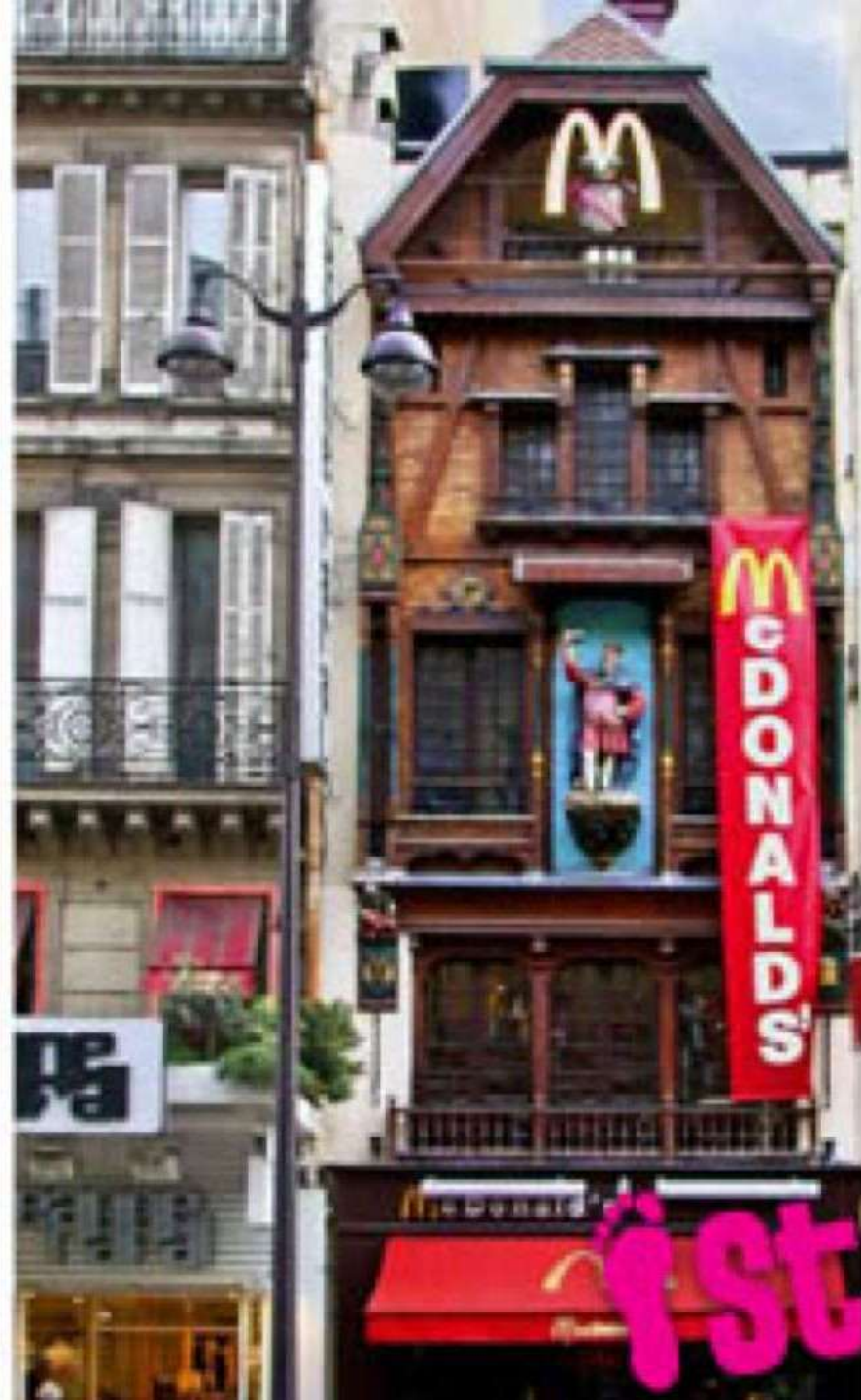


CADA VEZ ESTÁ MAIS
VISÍVEL QUE SOMOS
UMA SÓ CIVILIZAÇÃO





客席170席





McDonald's
麦当劳



McDonald's
FAMILY RESTAURANT



5279
S. KUMAR

1983

McDonald's



24

24

24

Always Real
Welcome



منع الدخول
No Entry



مكدونالدز





ہی ڈیوڑی
Call: 7211225

ہی ڈیوڑی
Call: 7211225









WE
ARE
ONE

A PERGUNTA
NÃO É MAIS...

PARA ONDE
VOCÊ QUER IR?

A GRANDE
PERGUNTA É...

O QUE VOCÊ
QUER SENTIR?

MUNDO COMO
UMA GRANDE
CIDADE

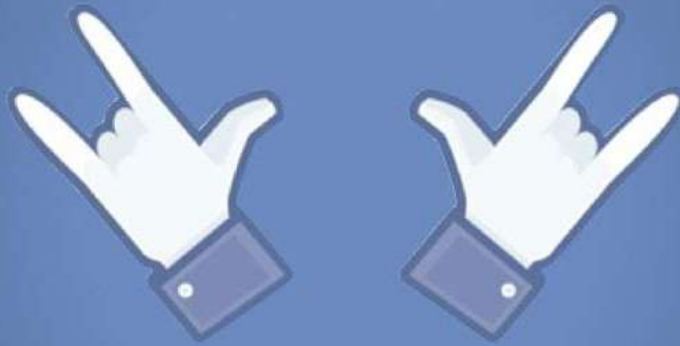


CADA CIDADE COMO UM BAIRRO DO MUNDO



SEGUNDO INSIGHT

EU VIVO



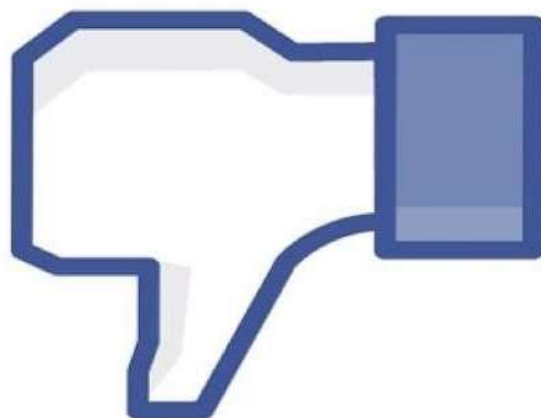
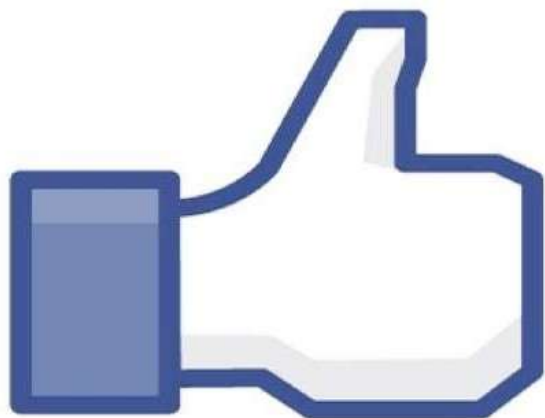
EU CURTO



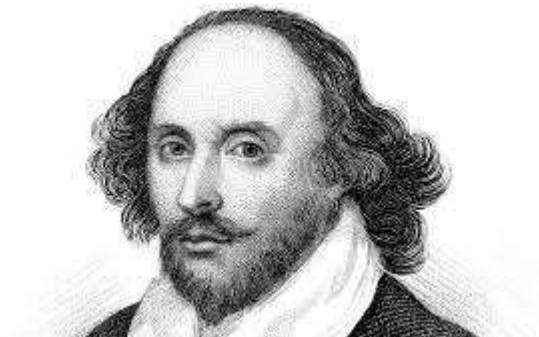
EU COMPARTILHO

Share

GRANDE QUESTÃO FILÓSOFICA



CURTO OU
NÃO CURTO?
EIS A QUESTÃO!



SHAKSPEARE

CURTO OU
NÃO CURTO?
EIS A QUESTÃO!

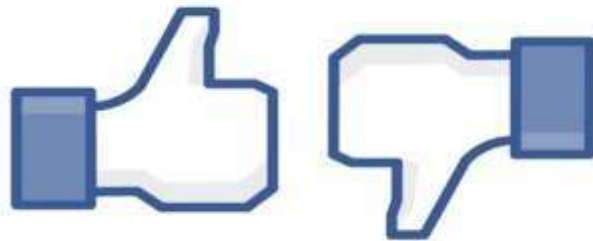
3 Milhões Curtidas  SHAKSPEARE

BEM ESTAR

VS

MAL ESTAR

O MARKETING DO DESTINO



chegar



movimentar



dormir



comer



visitar



comprar



voltar



chegar



movimentar



dormir



comer



visitar



comprar



voltar



chegar



movimentar



dormir



comer



visitar



comprar



voltar



chegar



movimentar



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voltar



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voltar



Verbos do turismo

chegar



movimentar



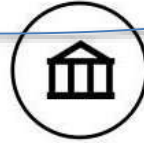
dormir



comer



visitar



comprar



voltar



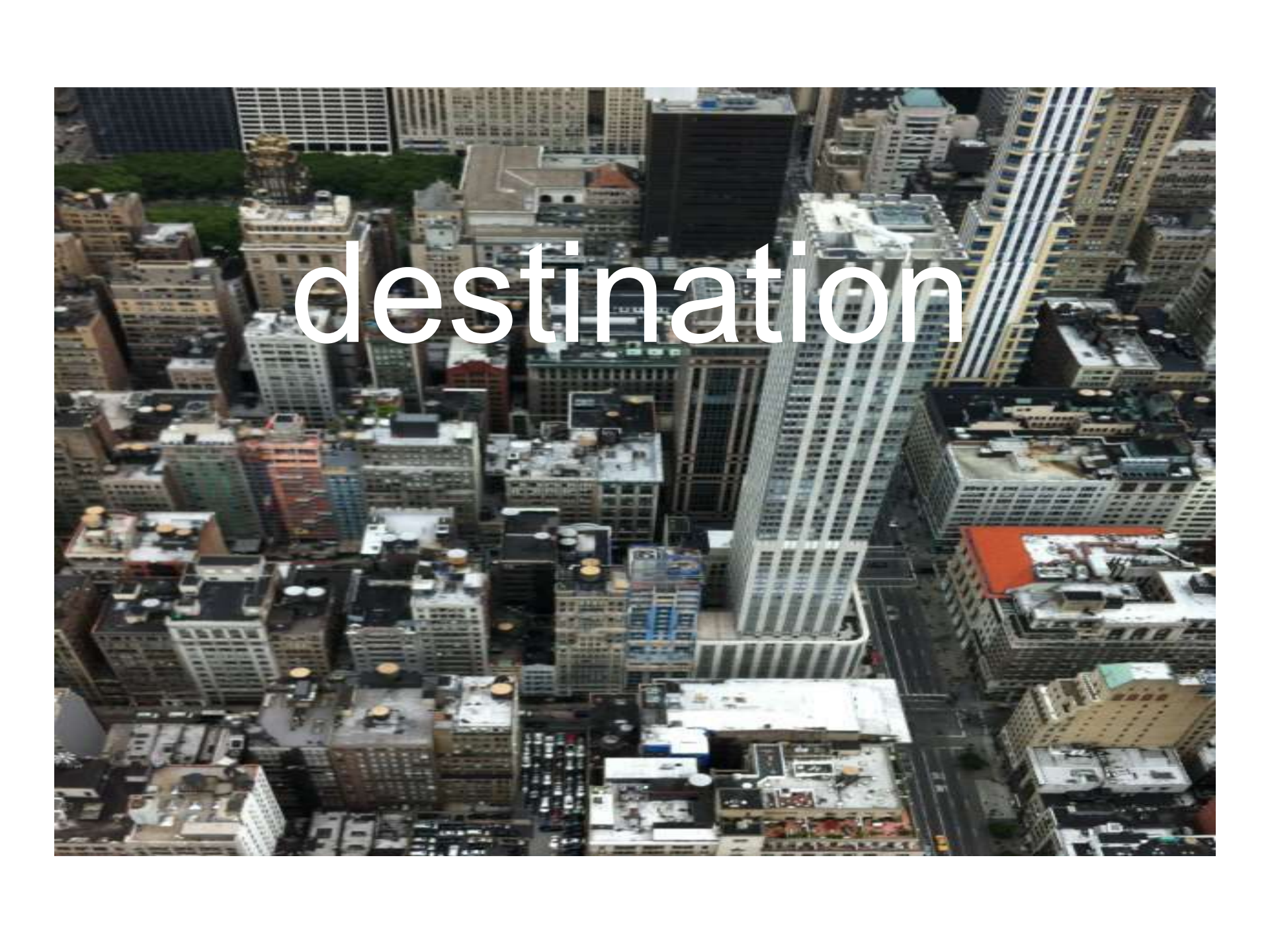
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TERCEIRO INSIGHT

AÇÕES INTEGRADAS DE HOSPITALIDADE

Conventions & Visitors Bureau

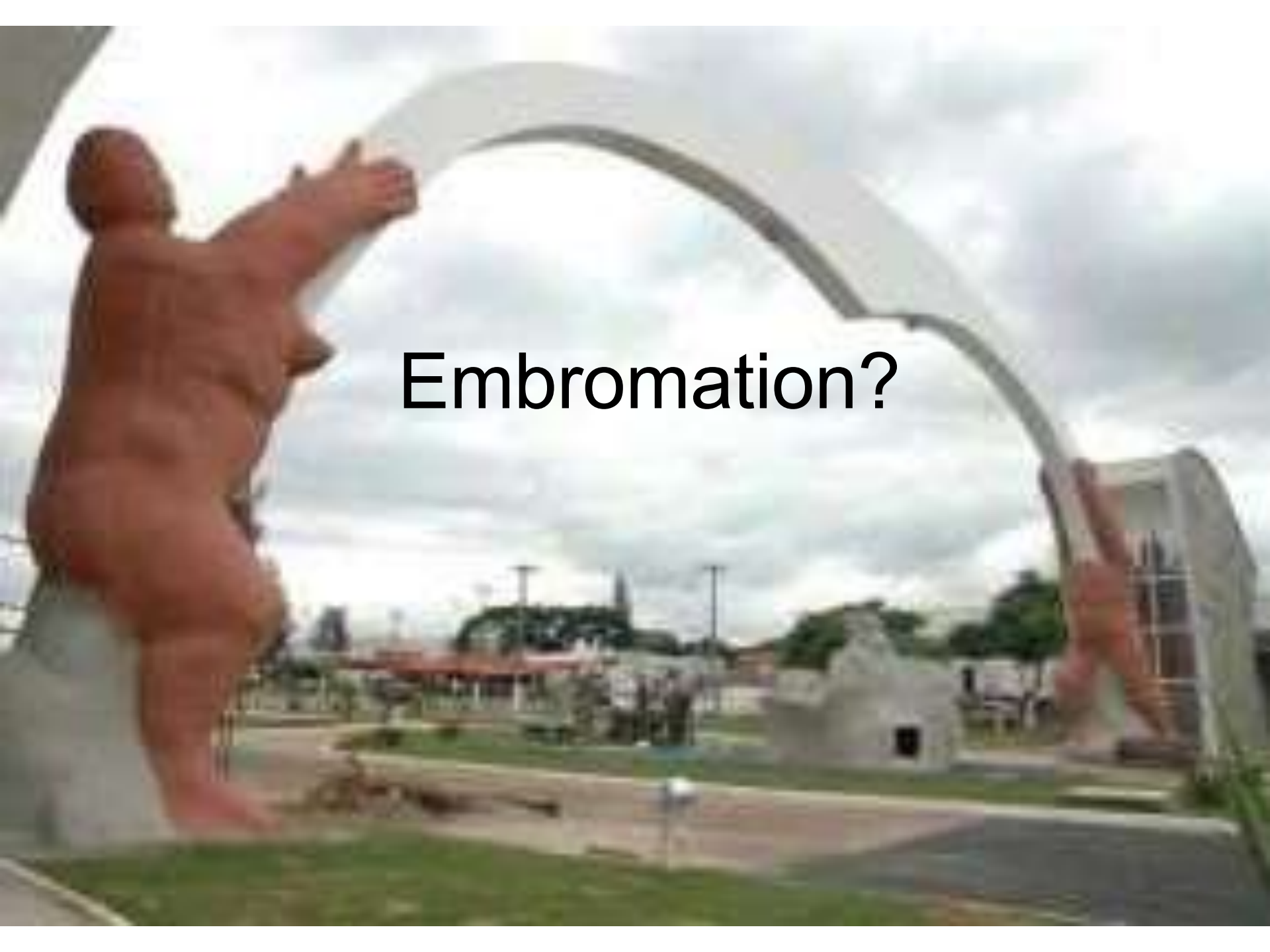
VIAJANTE - **VISITANTE**

An aerial photograph of a dense urban landscape, likely New York City, showing a variety of skyscrapers and buildings. The word "destination" is written in a large, white, sans-serif font across the center of the image. The background features a mix of architectural styles, with some buildings having flat roofs and others with more complex structures. A small patch of greenery is visible in the upper left corner.

destination



or



Embromation?



VISITANTE

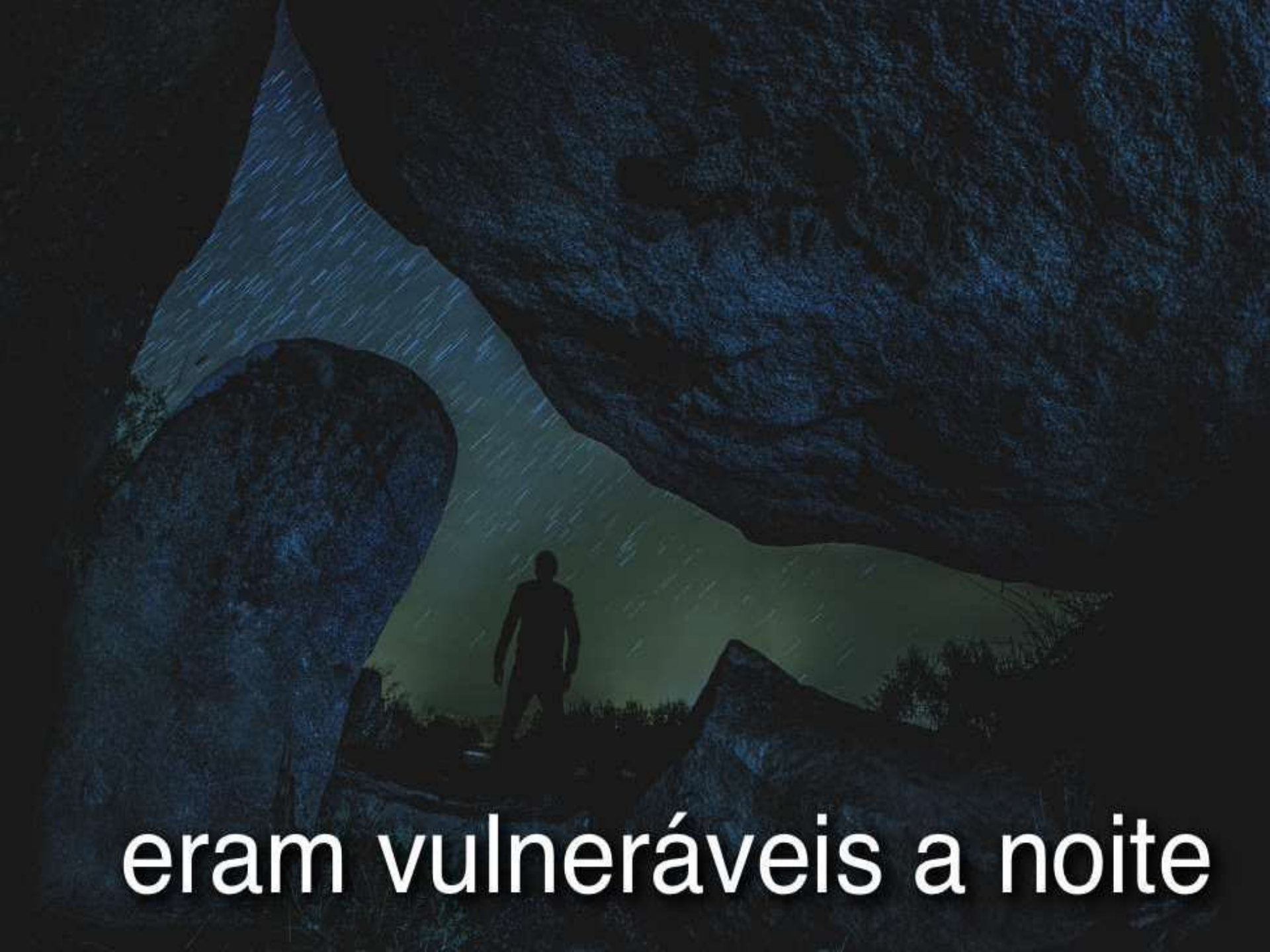
Como tudo começou?

No princípio Deus criou
os céus e a Terra...

e depois, os seres humanos

A dark, atmospheric photograph of a forest. The scene is dimly lit, with a misty or foggy background. Tall, slender tree trunks are visible, some leaning at angles. In the middle ground, a small, dark silhouette of a person is walking away from the viewer down a path. The overall mood is mysterious and somber.

os primeiros humanos
apenas sobreviviam

A long-exposure photograph of a person standing in a cave, looking out at a starry night sky. The person is silhouetted against the bright, star-filled sky. The cave's interior is dark and textured, with large rock formations visible. The sky is filled with numerous stars, creating a sense of vastness and wonder.

eram vulneráveis a noite



e durante o dia também



gastávamos todo
nosso tempo lutando
pela sobrevivência



mas aí... dominamos o fogo.



e com o fogo
dominamos a natureza



deixamos de ser vulneráveis



e ganhamos algo precioso

A photograph of three men in a dark, cave-like setting. They are gathered around a large, bright fire that is burning in the foreground. The man in the center is looking up with his eyes closed, while the other two men are looking down at the fire. The scene is dimly lit, with the fire providing the primary source of light.

ócio

**FAKE
NEWS**

com o ócio fomos
para além de
apenas sobreviver

ganhamos
tempo livre
para viver

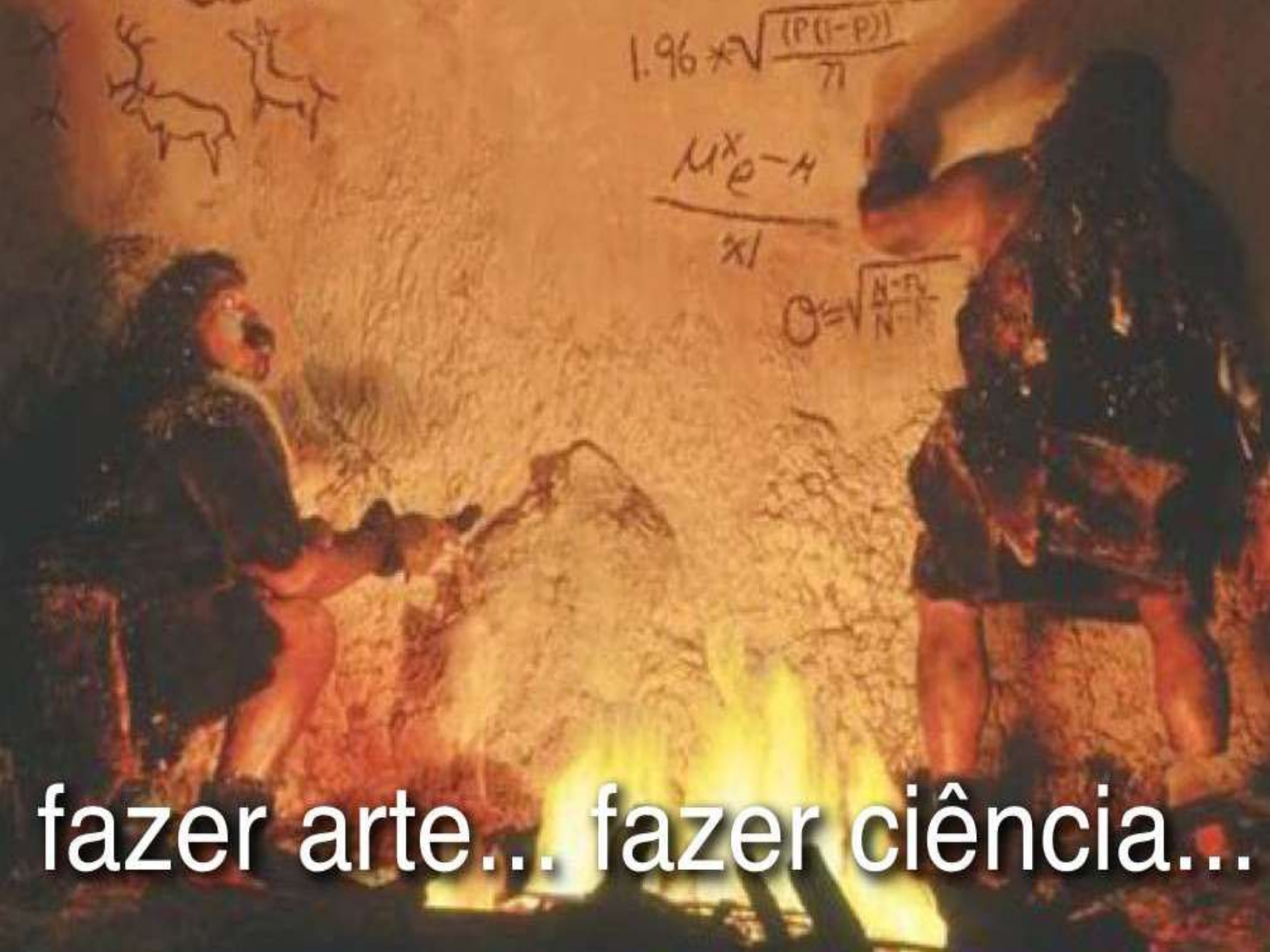
mas com o tempo livre
surgiu um problema:

o que fazer com o ócio?

a solução...



começamos a pensar,
criar, inventar, conviver



$$1.96 \times \sqrt{\frac{P(1-P)}{n}}$$

$$\frac{M^x e^{-M}}{x!}$$

$$O = \sqrt{\frac{N-P}{N-1}}$$

fazer arte... fazer ciência...



a contar histórias...



e a organizar eventos



e assim... das pequenas tribos



surgiram grandes civilizações



em todas elas haviam eventos



de dança



de música



tudo para lidar com o ócio



para ocupar
nosso tempo livre



os gregos criaram o teatro



e as primeiras
casas de espetáculo



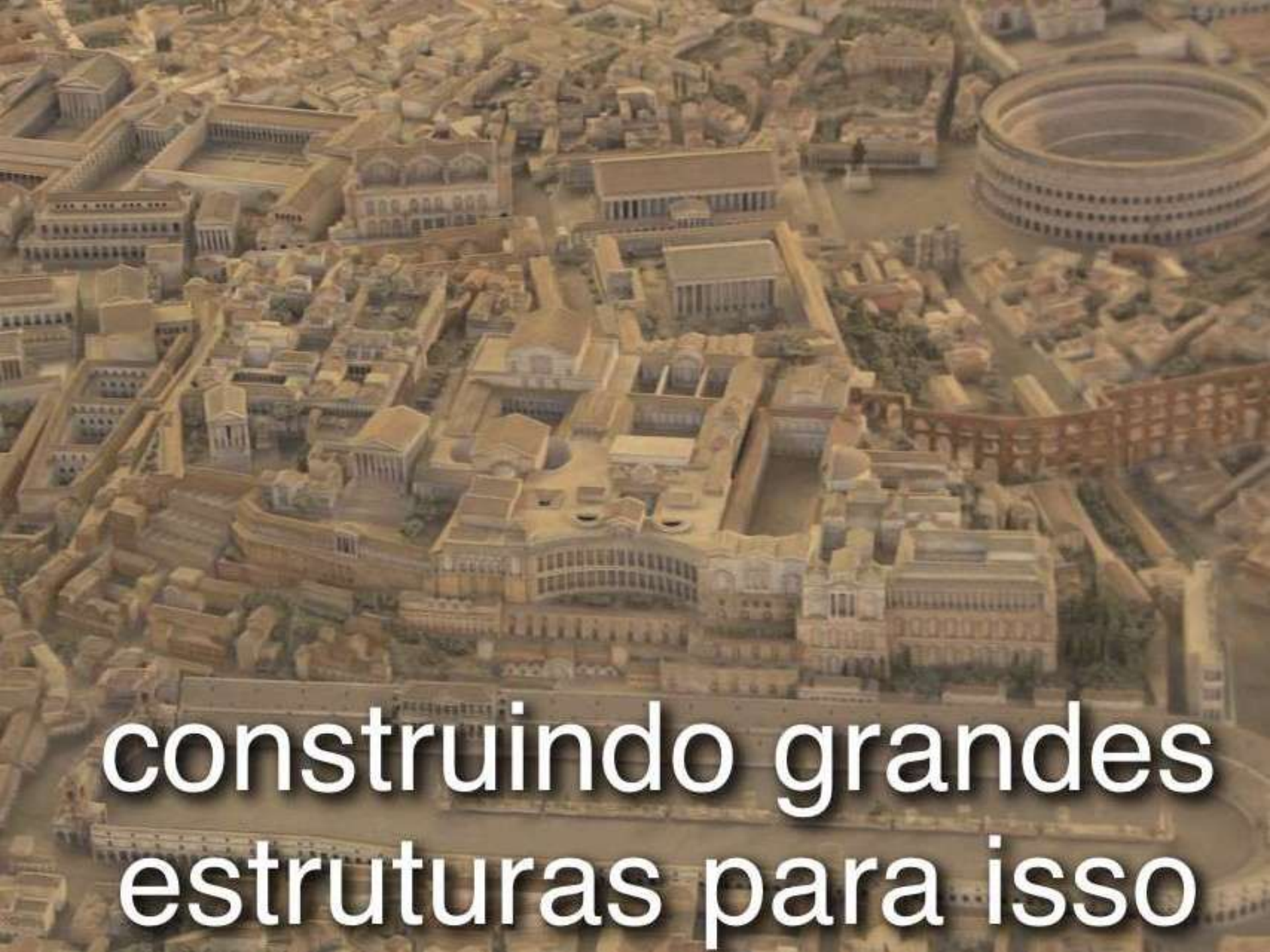
os romanos levaram
a coisa para um outro nível



organizando grandes eventos



com grandes espetáculos

An aerial, sepia-toned view of a densely packed ancient city. The architecture is classical, featuring numerous large buildings with columns, domes, and tiered structures. A prominent circular stadium or arena is visible in the upper right corner. The overall scene suggests a historical or archaeological reconstruction of a major ancient metropolis.

construindo grandes
estruturas para isso



até com arenas inundadas
para batalhas navais



criamos o entretenimento
para lidar com nosso ócio



e o entretenimento
se tornou uma indústria
da economia criativa



produzindo bailes



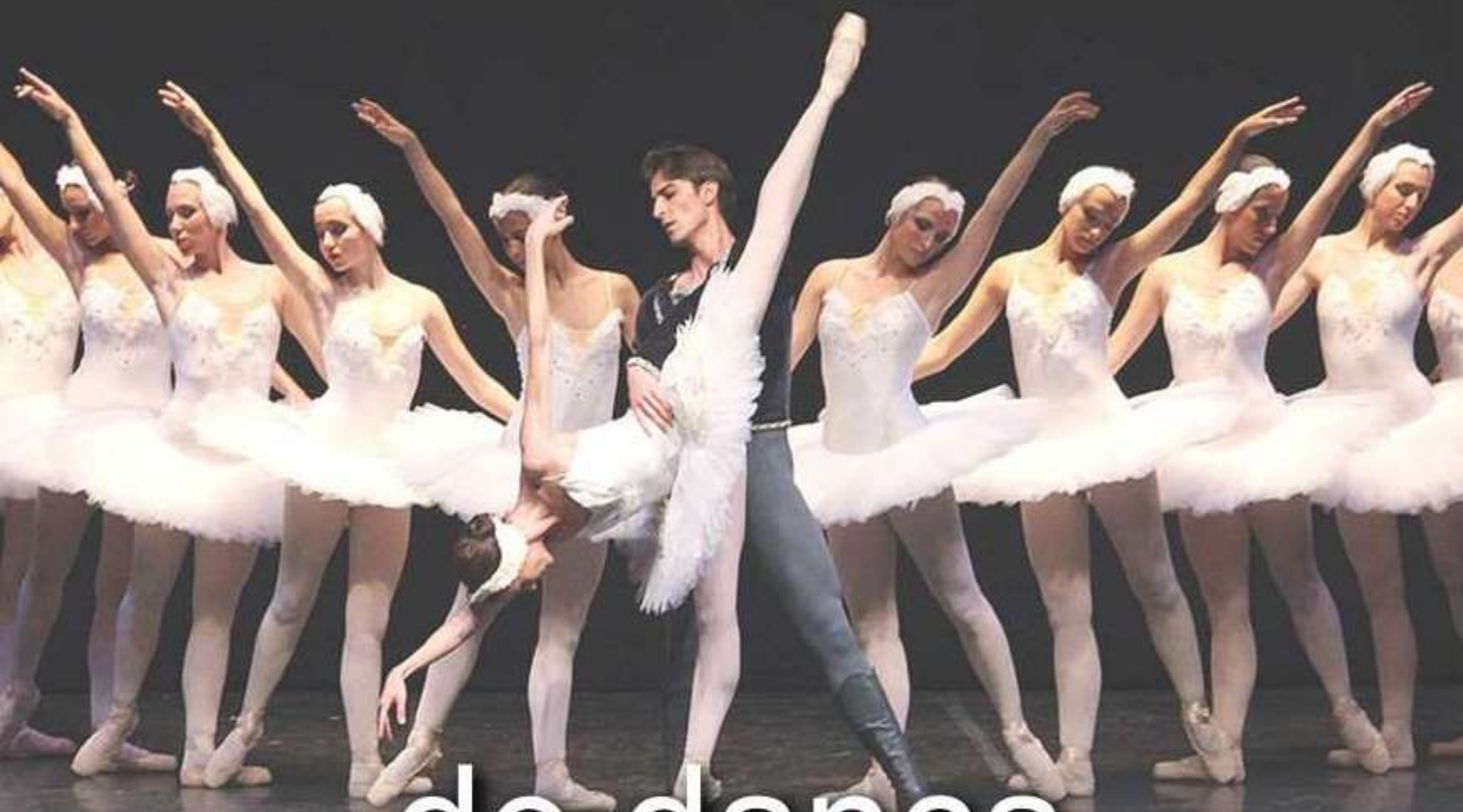
peças de teatro



espectáculos de música



de ópera



de dança



de circo



fomos do cinema...



à Las Vegas



dos parques temáticos



aos shows com orcas



dos parques aquáticos



aos grandes eventos esportivos



(que é esporte para os atletas)



(mas é entretenimento
para os espectadores)



das corridas de cavalo



à Fórmula 1



do Tomorrowland



ao Rock in Rio



e milhares
de pessoas
compraram
e esgotaram
os ingressos

E todas essas pessoas
continuam falando

WWW.ROCKINRIO.COM.BR

EU VOU



para depois poderem
lembrar que:

Rock in Rio
EU FUI



e é isso que estamos
buscando desde a
época das cavernas

queremos usar bem
nosso tempo livre

queremos coleccionar
boas memórias

**queremos curtir
bons momentos**

**queremos vivenciar
experiências que nos
façam sentir mais vivos**

E Turismo,
Viagem e Eventos
se propõe a isso

ele é o negócio
por trás do ócio

tempo livre
é dinheiro

e vendendo
experiências
ela transforma
ócio em riqueza



e agora...
nesta sociedade
pós-industrial

teremos cada vez
mais tempo livre

as oportunidades são
cada vez maiores
no negócio do ócio

a dinâmica econômica
acontece entre elas

e quem vai para um
evento



Dorme,
come,
compra e
passeia no destino

o evento gera riqueza
e a cadeia produtiva do
turismo retém e distribuí
essa riqueza no destino

**O sucesso vem com a
mobilização dos empresários**

Da sociedade civil organizada



quando nós falamos
em eventos como...



Comic Con São Paulo

150mil pessoas



Oktoberfest Blumenau

473mil pessoas

estamos falando que
mais visitantes
gera mais riqueza



LOLLAPALOOZA

São Paulo

190mil pessoas

R\$93milhões



Carnaval Rio de Janeiro

1,1 milhões de visitantes

R\$3 bilhões

e isso movimenta
toda a economia local

Círio de Nazaré

A large crowd of people is gathered for the Círio de Nazaré procession. In the center, a large, ornate float carries the Virgin Mary statue. The float is decorated with a massive arrangement of pink and white flowers. The statue is seated on a golden throne, and the float is supported by several golden poles. The crowd is dense, and many people are wearing white hats. The scene is set outdoors on a street lined with trees and buildings.

Floricultura

Reveillon Rio de Janeiro

restaurantes e bares





Carnaval de Olinda

ônibus, táxis, transfers



Carnaval Salvador

shoppings, comércio

Galo da Madrugada Recife

energia elétrica

Nossa Senhora Aparecida

The background image shows the Basilica of Our Lady of Aparecida, a large, ornate church with a prominent dome and a tall, slender clock tower. The church is set against a backdrop of rolling hills and a clear blue sky. In the foreground, a large crowd of people is gathered on a balcony or terrace, looking towards the church. The scene is festive, with many people wearing blue clothing, and several blue and white flags are visible. The overall atmosphere is one of a significant religious event or pilgrimage.

brindes, suveniers

Semana Santa Nova Jerusalem Pernambuco

marceneiros, pintores



Festa São João Campina Grande

fogos de artifício

Festa de Parintins Amazonas

costureiras, artesãos

Bumba Meu Boi Maranhão

tinta, tecido....



EXPO LONDRINA

Equipamentos, transportes

FESTIVAL DE QUADRINHOS BELO HORIZONTE



DESENHISTAS, ARTISTAS, GRAFITEIROS

SANTOS DANCE FESTIVAL

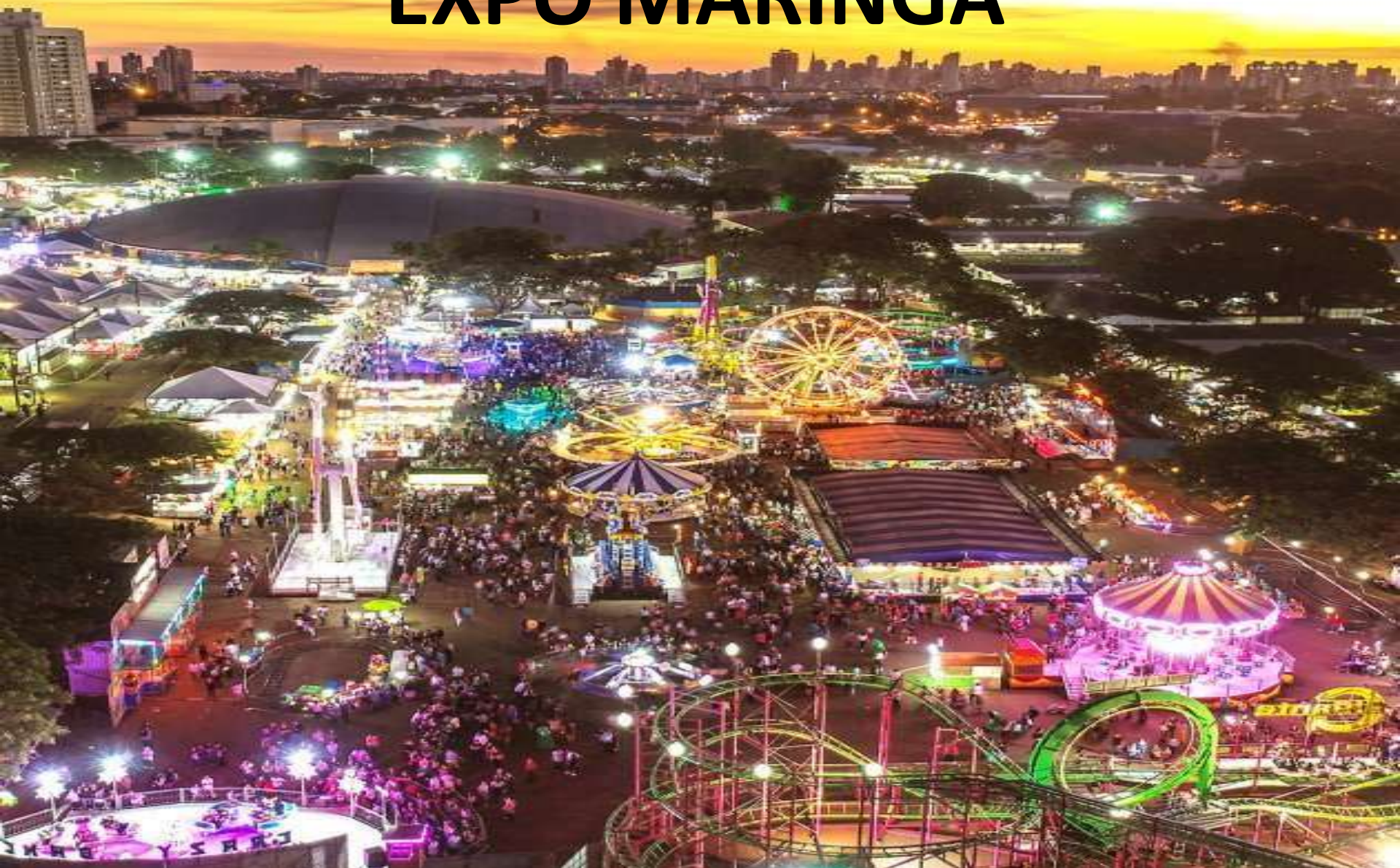


Escola de Dança, sapatilhas, meias, material de limpeza

NATAL LUZ GRAMADO



EXPO MARINGÁ



Implementos agrícolas, tecnologias e pesquisas, ciência e desenvolvimento genético, inovações, entretenimento, cultura, comércio, indústria, gastronomia e diversão

An aerial photograph of a massive crowd gathered at a festival. The crowd is densely packed and fills the lower two-thirds of the frame. Above the crowd, long, colorful banners in shades of red, orange, yellow, and blue stretch across the top of the image. In the center of the crowd, there is a small white tent structure. The overall atmosphere is festive and large-scale.

Forró Caju Aracaju

músicos, artistas

Salão do Automóvel São Paulo

A vibrant and crowded car show, likely the São Paulo Auto Show. The scene is filled with a large number of people, mostly young adults, who are gathered around various cars. In the foreground, a bright blue sports car is prominently displayed. Behind it, a red car is visible. The background is a dense crowd of people, some taking photos with their phones. The overall atmosphere is one of excitement and interest in automotive technology.

gráficas, montadores

Parada LGBT

meios de pagamento

Reveillon na Paulista

meios de hospedagem



VIRADA CULTURAL

CARNAVAL DE RUA



Festival de Inverno de Campos do Jordão



Natal dos sonhos



isso significa que...

quando aumentamos o
fluxo de visitantes
em um destino

**geramos, retemos e
distribuimos riqueza**

**A função de todos os
envolvidos nesta
cadeia produtiva é
contribuir com
a economia local**

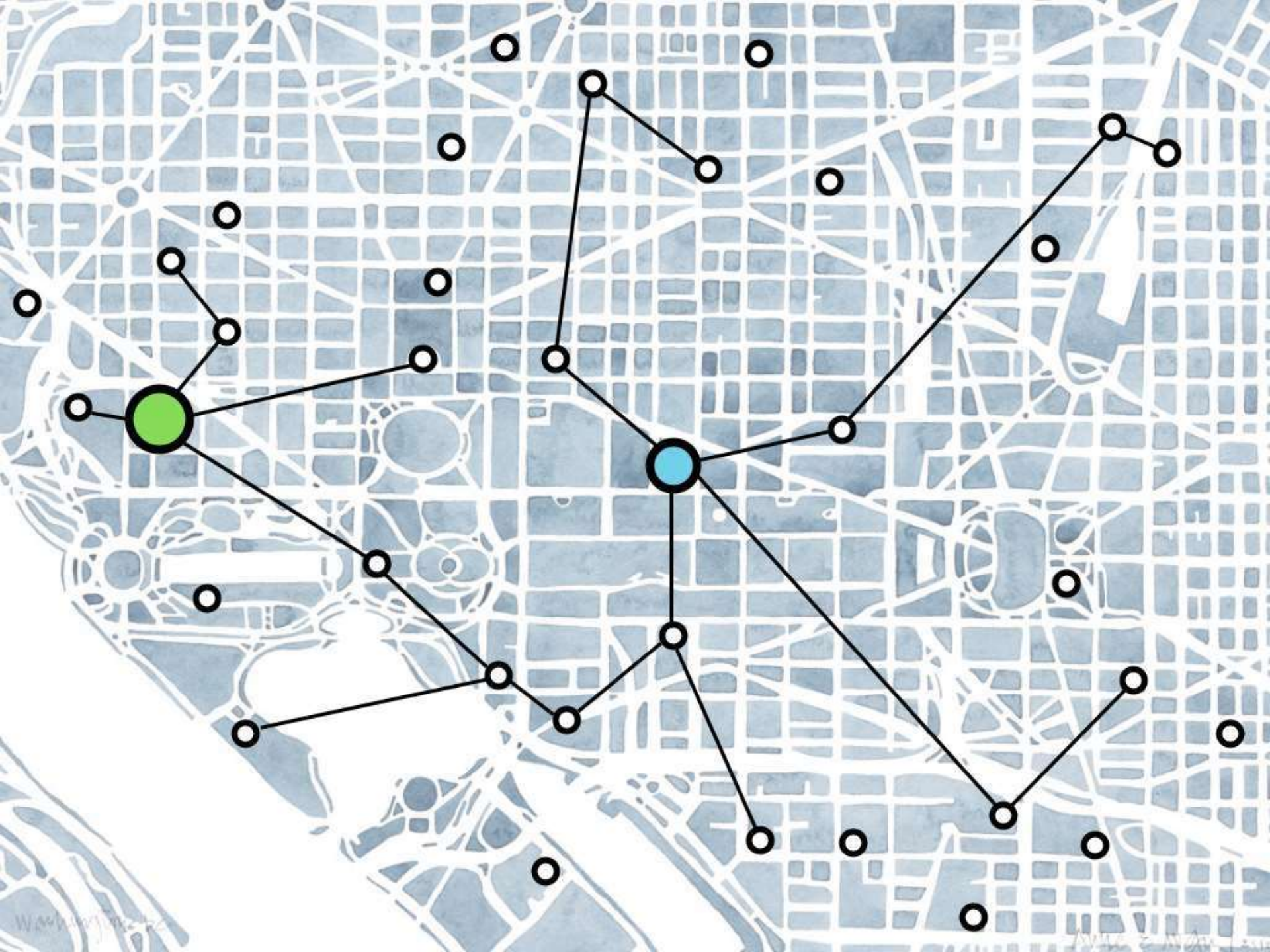
temos toda uma
cadeia produtiva
que depende de nós

somos agentes
de prosperidade

temos uma grande
importância econômica

**transformando
ócio em negócio**

Oportunidade
de negócios



“O essencial é invisível aos olhos”





FALAMOS DA
INVISIBILIDADE
DO ESSENCIAL

Entidades de
Visitors e de Conventions Bureaus



União Nacional de CVBs e Entidades de Destinos

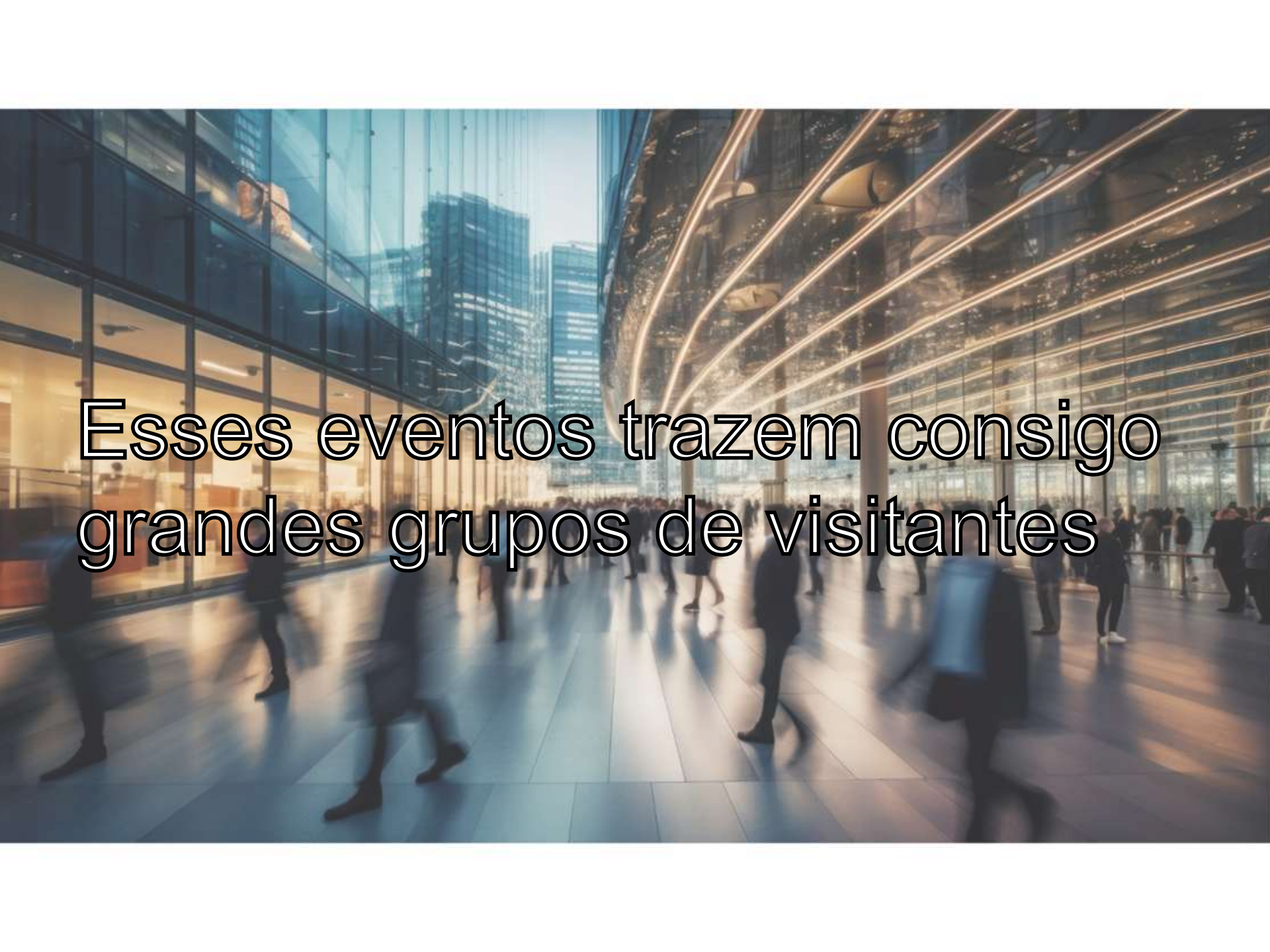
São organizações que geram
LUCRO tanto para seus
associados quanto
para suas cidades

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



Esses eventos trazem consigo
grandes grupos de visitantes



Todos eles precisam
dormir em algum lugar

Todos eles precisam comer



A photograph taken from the driver's perspective inside a car. A man in a light blue shirt is in the passenger seat, smiling at the camera. The driver, wearing a white shirt, is seen from the side, focused on the road. The car's interior, including the steering wheel and seats, is visible. The text "Todos eles precisam se movimentar" is overlaid in the center.

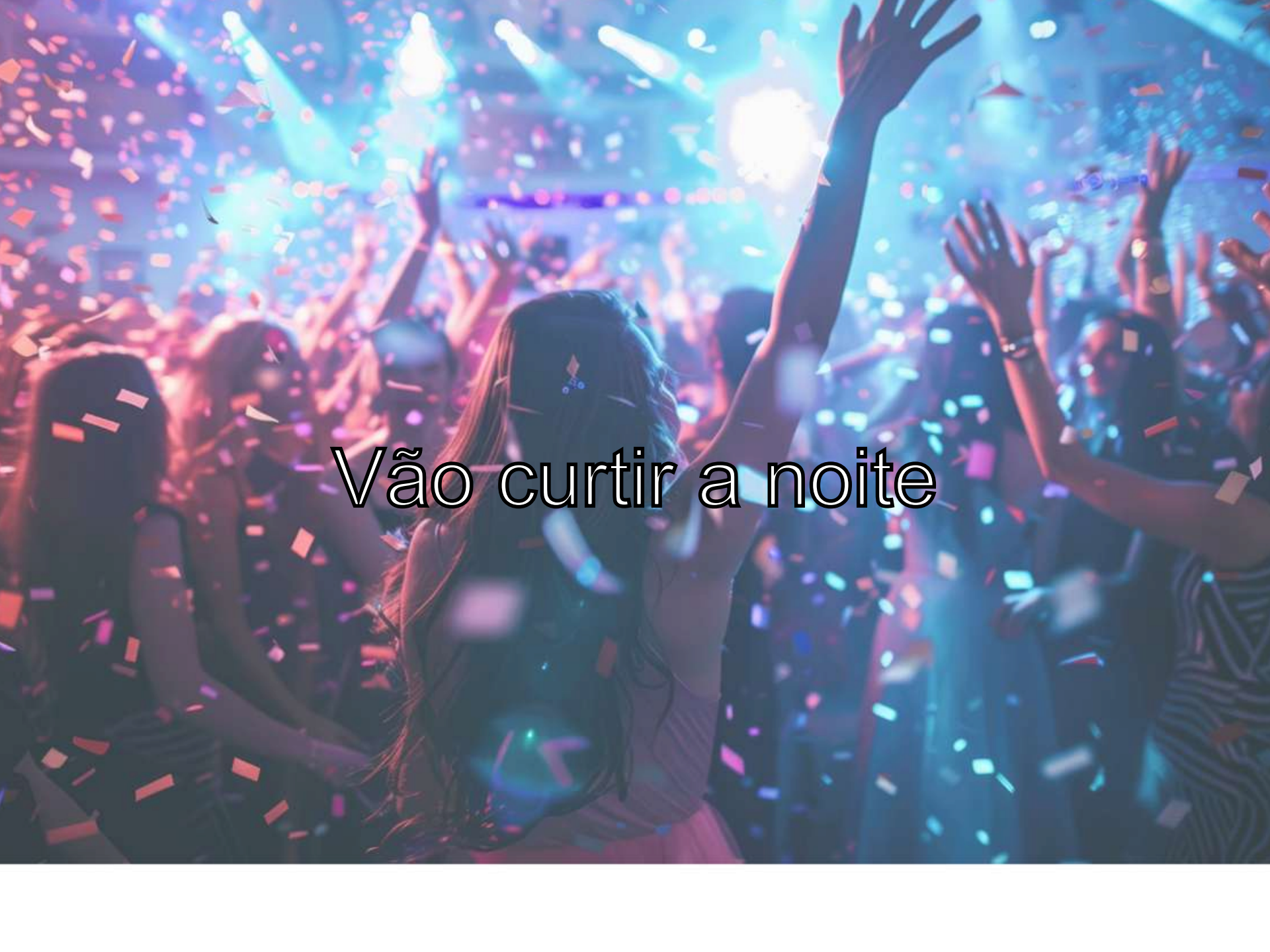
Todos eles precisam
se movimentar

Todos eles vão fazer compras



Vão visitar lugares



A vibrant night club scene with people dancing and confetti falling under blue and purple lights. The image captures a lively atmosphere with many people in the background, their arms raised in celebration. The foreground shows the back of a person with long hair, also with their arm raised. The air is filled with falling confetti, and the lighting is a mix of cool blues and warm purples, creating a festive and energetic mood.

Vão curtir a noite

Vão se divertir





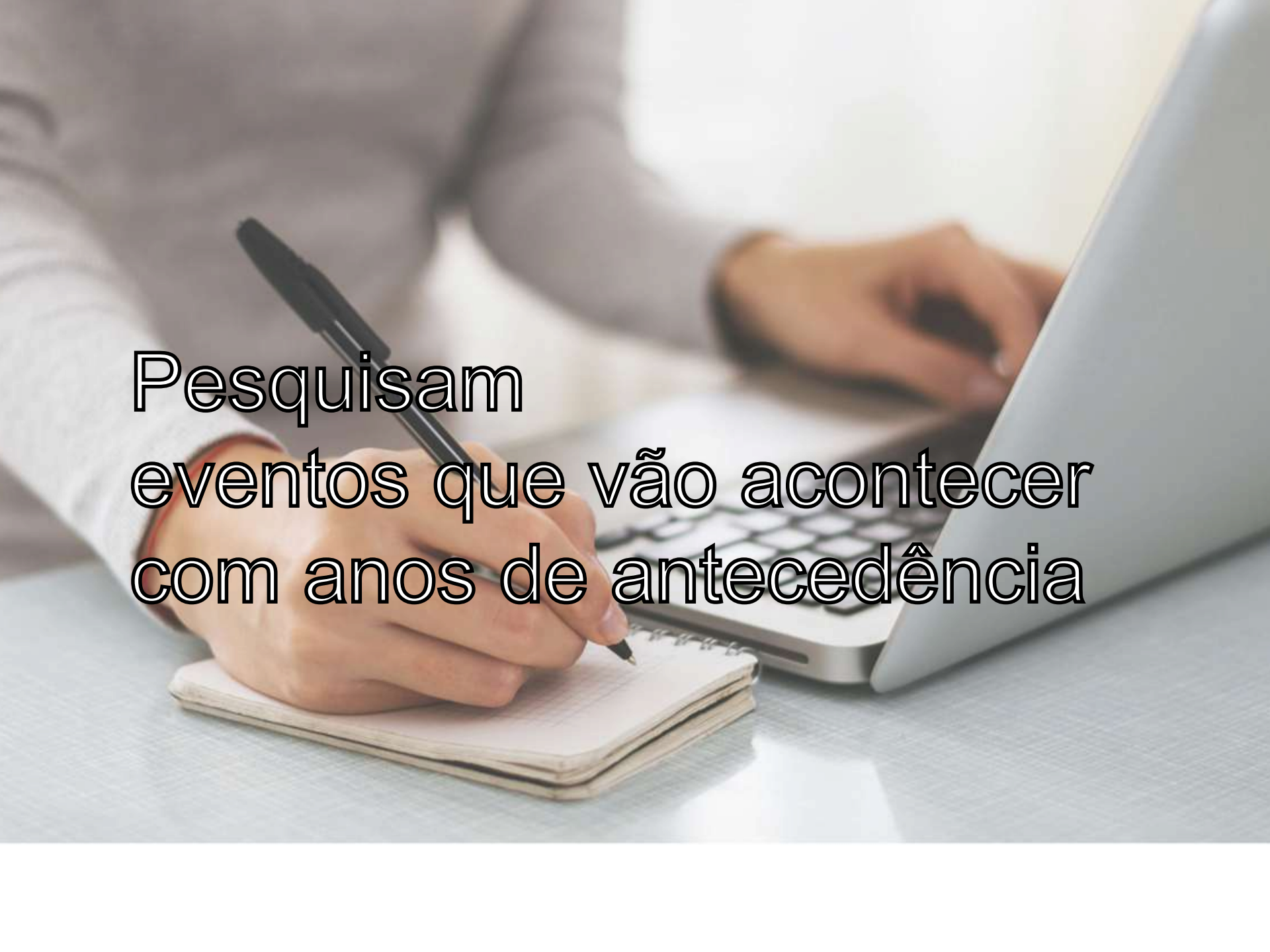
vão aproveitar a cidade

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



é o que definimos da
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 working at a desk. 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. Their left hand is resting on a laptop keyboard, which is partially visible. The laptop is silver and open. The background is blurred, showing more of the desk and the person's arm. The text is overlaid on the image in a white, outlined font.

Pesquisam
eventos que vão acontecer
com anos de antecedência

A close-up photograph of a hand pressing a button on a corded office phone. The phone is dark grey with a coiled handset cord. The background is blurred, showing a desk surface. The text "Entram em contato com seus promotores" is overlaid in the center of the image.

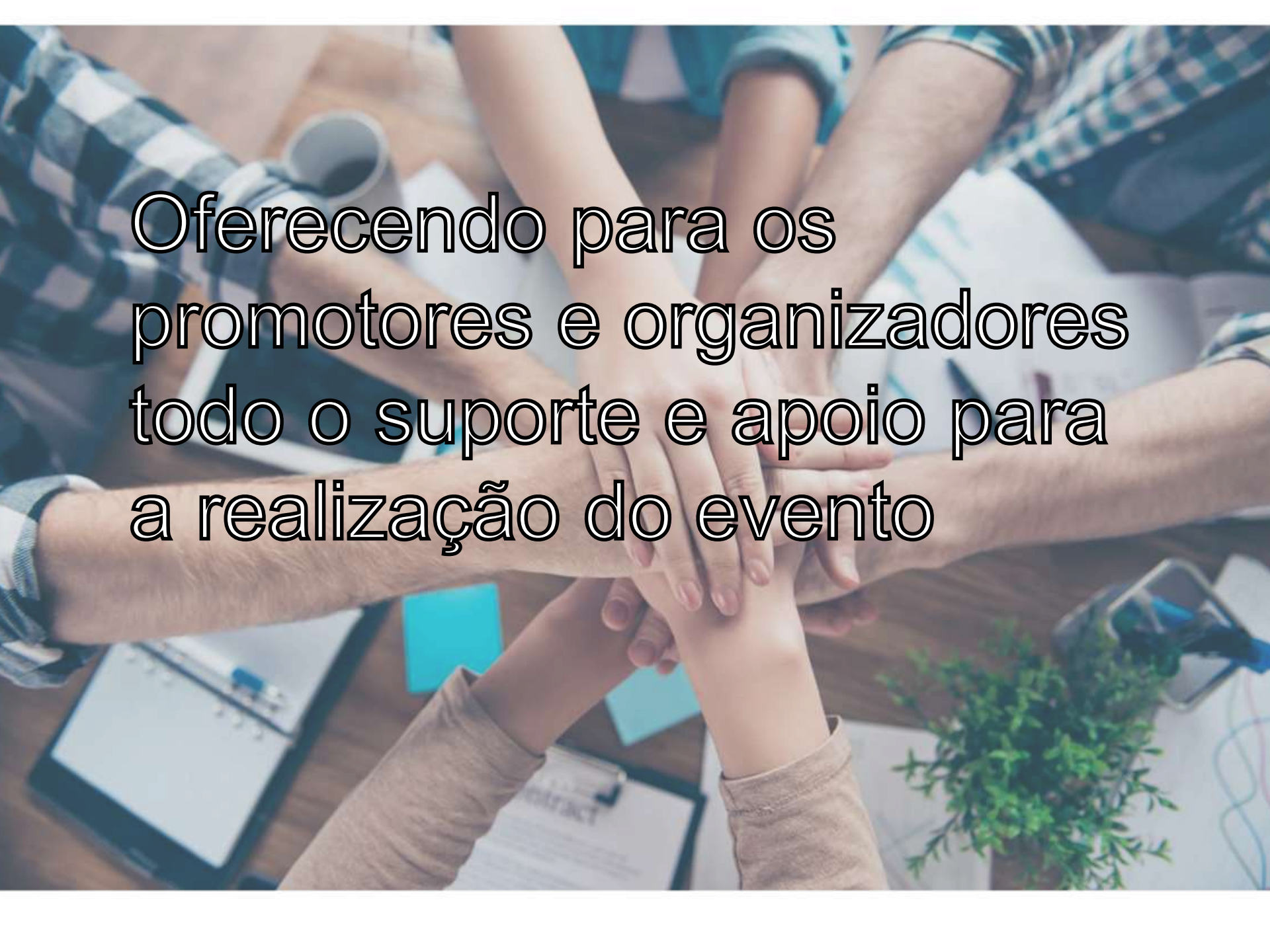
Entram em contato
com seus promotores

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 long-sleeved shirt, and the hand on the right is wearing a white long-sleeved shirt. The background is blurred, showing warm, golden light, suggesting an indoor setting with large windows or a stage. The text is overlaid on the center of the image.

E fazem a captação desses
eventos para a cidade



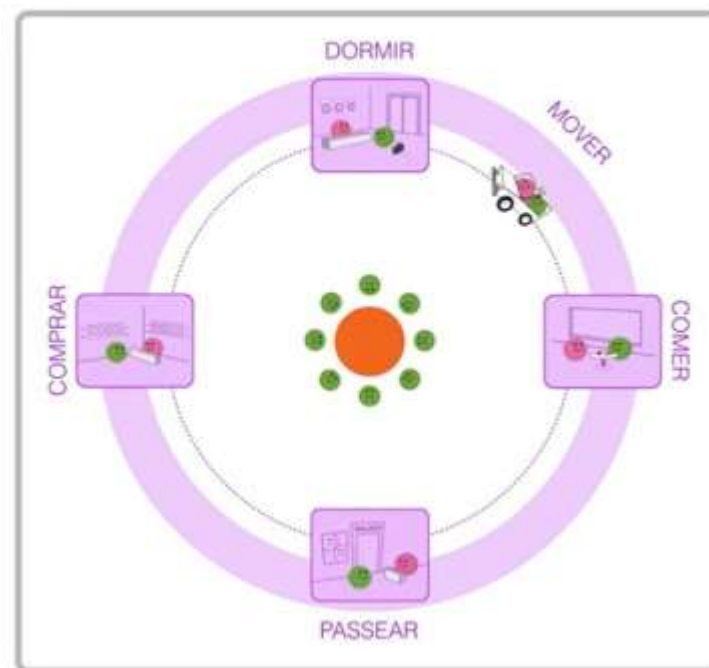
Oferecendo para os
promotores e organizadores
todo o suporte e apoio para
a realização do evento

E criando inúmeras
oportunidades
de negócios

CADEIA PRODUTIVA DA INDÚSTRIA DE EVENTOS



CADEIA PRODUTIVA DE VIAGENS E TURISMO

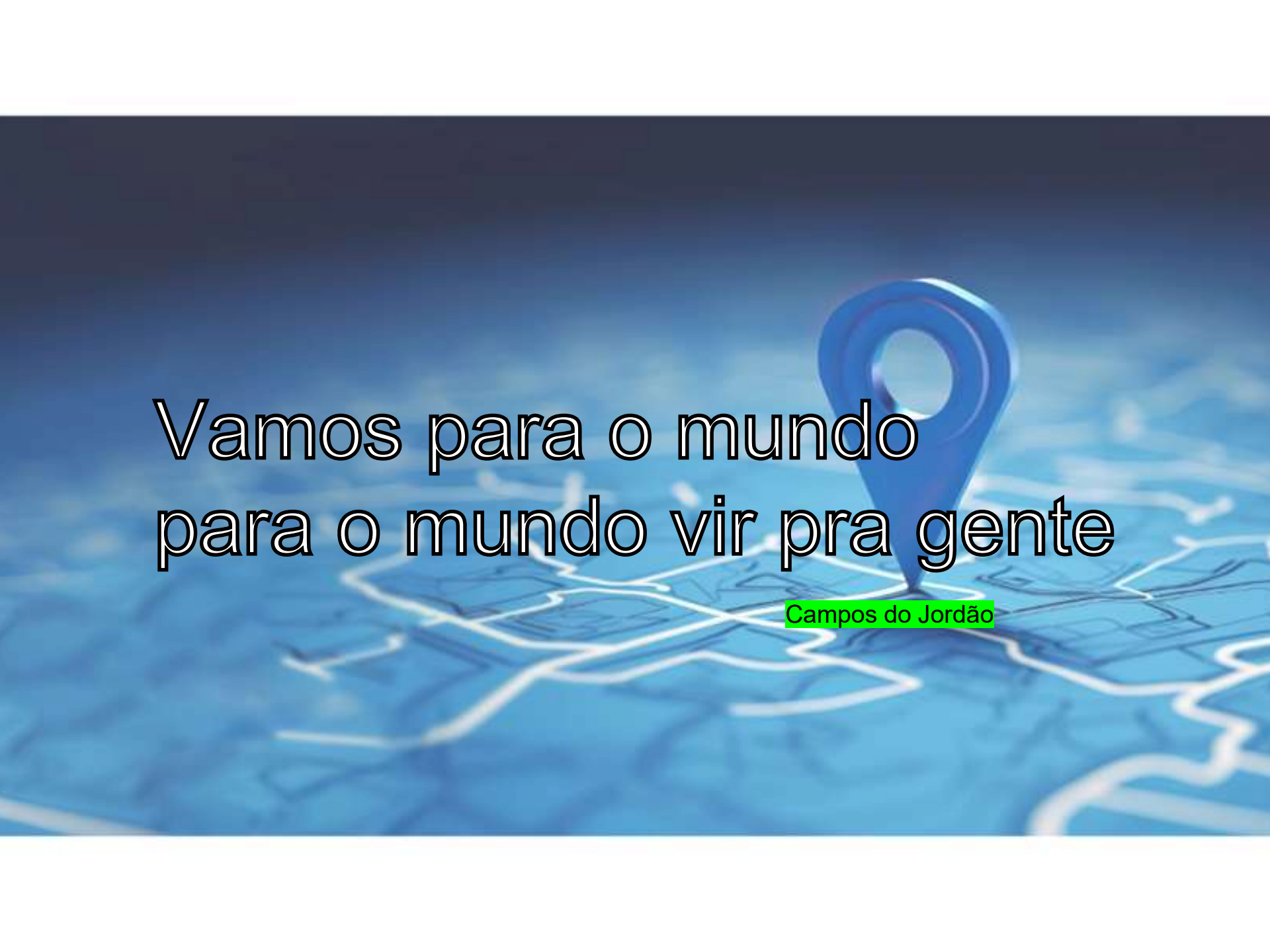


Além disso...

São Profissionais que
viajam
o mundo todo



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

A blue-toned map with white lines representing roads and rivers. A large, 3D blue location pin is stuck into the map, pointing downwards. The background is a gradient of dark blue at the top to light blue at the bottom.

Vamos para o mundo
para o mundo vir pra gente

Campos do Jordão

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

FLUXO DE VISITANTES
é igual a
MAIS HÓSPEDES



A photograph of a hotel lobby with people and luggage. In the foreground, a woman in a blue shirt and grey skirt pulls a teal suitcase. To her left, a man in a white shirt and dark trousers also has luggage. In the background, another woman in a light grey suit is near a reception desk. The floor is polished wood, and there's a grey carpeted area on the right.

E sem HÓSPEDE
não tem hotel, não tem pousadas

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. The audience is seen from behind, sitting in rows of white chairs. On the stage, four people are seated in a panel discussion. A large screen on the left shows a close-up of one of the panelists. The stage is lit with blue and white lights, and there are cameras on tripods in the foreground. The text "A cada evento captado..." is overlaid in the center of the image.

A cada evento captado...

A man in a dark, patterned suit and white shirt is holding a glass door open. A woman with blonde hair, wearing a green trench coat and carrying a black bag, is walking through the door. Another man in a dark jacket is standing inside the building, looking towards the entrance. The scene is set in a modern building with large glass windows and doors.

é gente chegando nos hotéis

A high-angle, wide shot of a large, crowded exhibition hall. The space is filled with numerous booths of various shapes and sizes, many featuring large digital screens and bright lighting. People are seen walking through the aisles, interacting at booths, and standing in groups. The ceiling is high with visible structural elements and lighting rigs. The overall atmosphere is busy and professional.

A cada evento captado...

A man with a beard, wearing a dark suit, white shirt, and blue patterned tie, is lying on his back on a hotel bed. He has his arms behind his head. A black smartphone lies on the white bedsheet near his left hand. A grey blanket is pulled up to his waist. To the right of the bed, a black rolling suitcase stands upright on the light-colored wooden floor. The background shows a window with light-colored curtains.

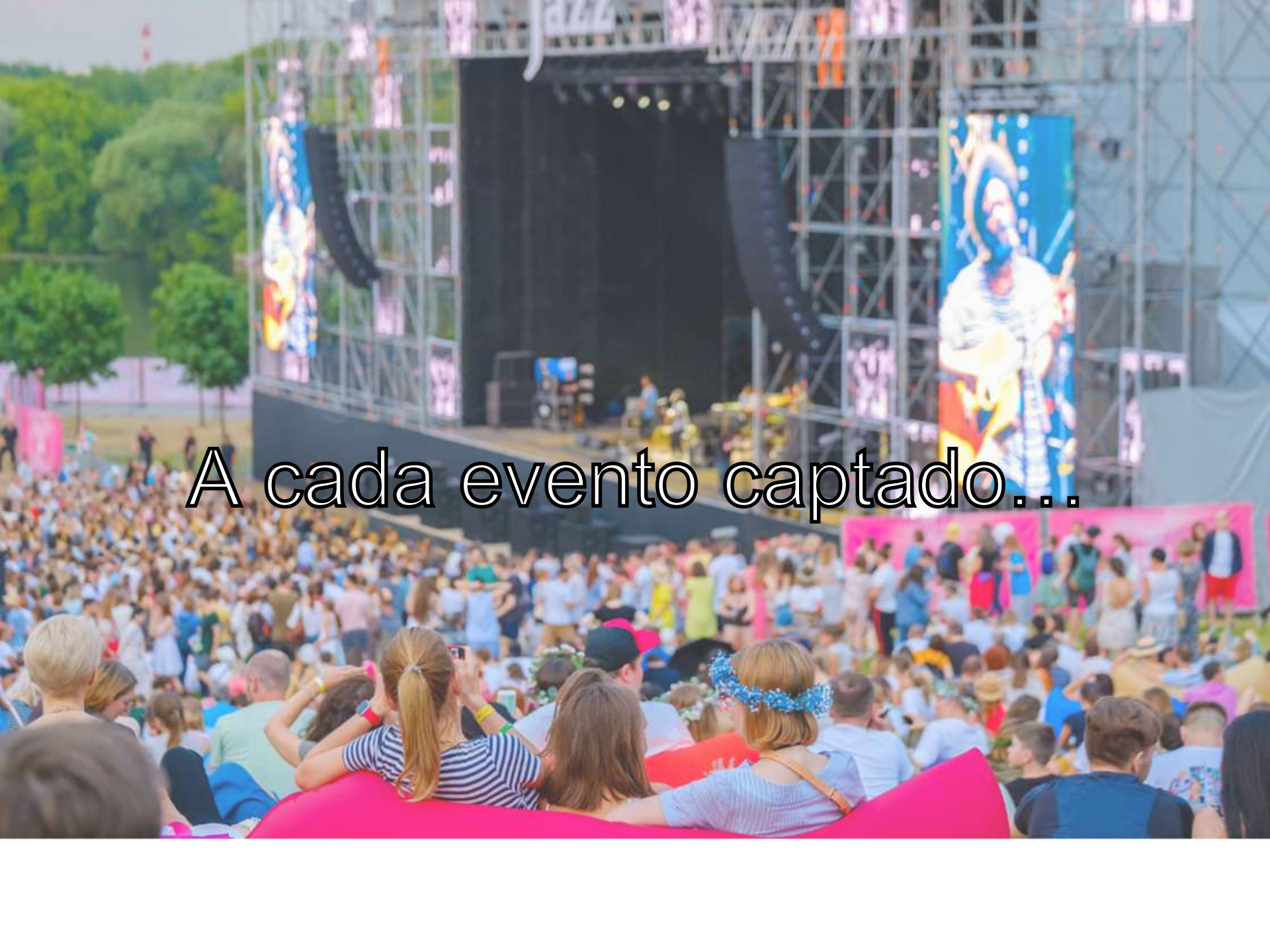
é gente ocupando os quartos

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 setting or rising, creating a warm, golden glow and lens flare. The text "A cada evento captado..." is overlaid in the center in a white, outlined font.

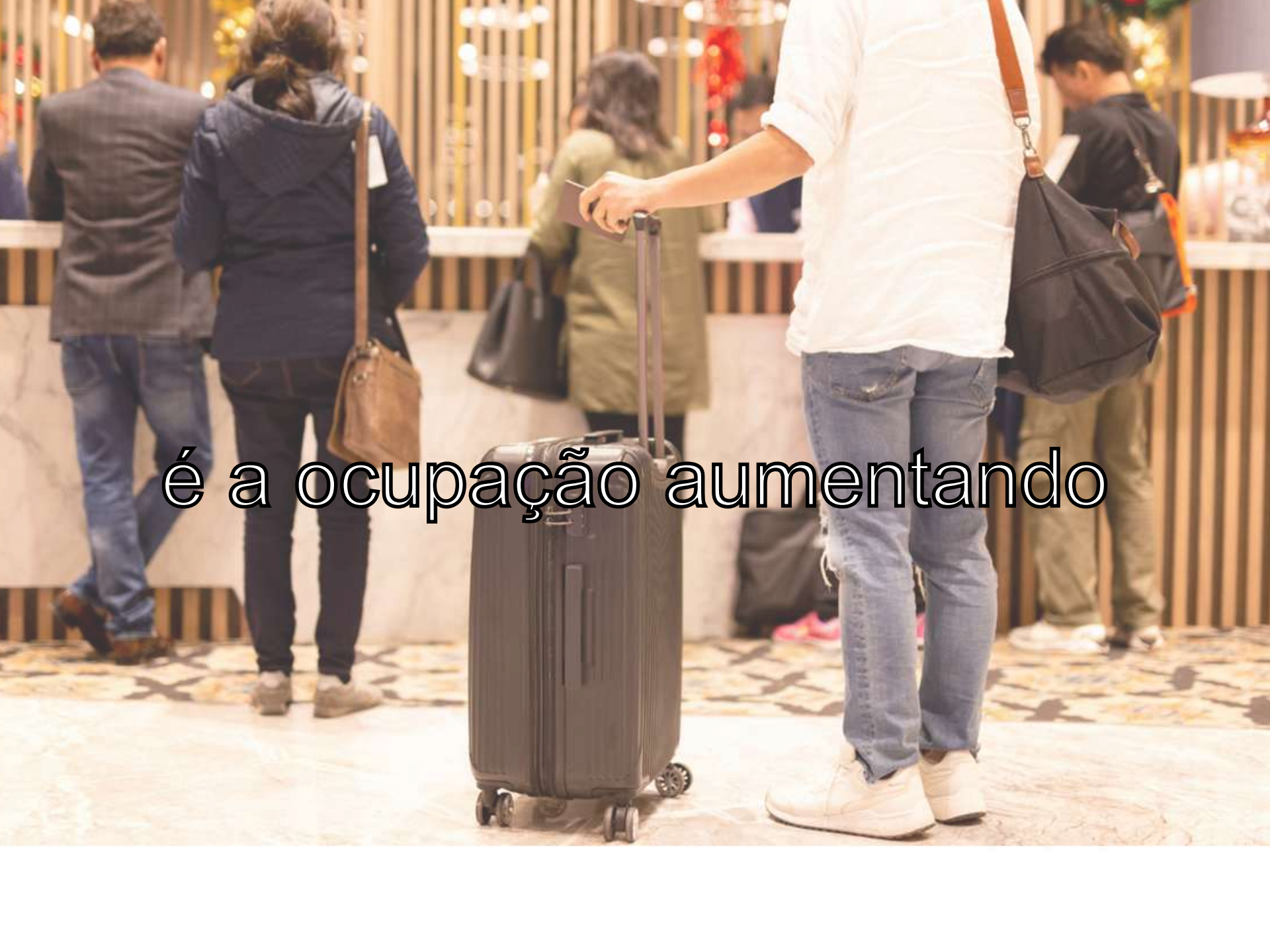
A cada evento captado...

A group of people, including men and women in business casual attire, are standing in a line at a buffet. They are holding plates and selecting food from various stations. In the foreground, there are several trays of food, including fried items, small sandwiches, and appetizers. The background shows a modern restaurant interior with warm lighting and other diners.

São clientes consumindo

A wide-angle photograph of a large outdoor music festival. In the foreground, a dense crowd of people is seen from behind, many sitting on large pink inflatable pillows. Some individuals are holding up smartphones to capture photos or videos of the stage. The stage itself is a complex structure of metal scaffolding, featuring two large vertical LED screens displaying vibrant, colorful images of performers. The background shows a line of green trees under a clear sky. The text "A cada evento captado..." is overlaid in the center of the image in a white, outlined font.

A cada evento captado...

A person in a white t-shirt and blue jeans is standing in a busy indoor setting, possibly a hotel lobby or airport. They are holding a black rolling suitcase with their right hand. A black shoulder bag is slung over their left shoulder. In the background, several other people are visible, some standing and some walking. The floor is covered with a patterned carpet, and the walls are decorated with vertical wooden slats and warm lighting. The text "é a ocupação aumentando" is overlaid in the center of the image.

é a ocupação aumentando

A photograph of two men in business suits shaking hands. The man on the left is white with short brown hair and a beard, wearing a light grey suit. The man on the right is Black with short dark hair and a beard, wearing a dark blue suit. They are both smiling and looking at each other. The background is a blurred office interior with large windows and vertical structural elements. The text "A cada evento captado..." is overlaid in the center in a white, outlined font.

A cada evento captado...

A group of eight diverse hotel employees standing in a line. From left to right: a woman with long blonde hair in a white shirt and black skirt; a man with short dark hair in a white shirt and black vest; a chef in a white uniform and tall hat; a woman with dark hair in a white shirt and black skirt; a woman with blonde hair in a white shirt and black skirt; a woman with long red hair in a white shirt and black skirt; a woman with dark curly hair in a white shirt and black skirt; and a man with short brown hair in a white shirt, black vest, and bow tie. They are all smiling and looking towards the camera.

São mais empregos na hotelaria,
no comercio, nos bares,
,restaurantes e
fornecedores
de produtos e serviços

The image is a still from the animated film 'The Little Prince'. It depicts the titular character, a young boy with blonde hair, wearing a grey coat and green pants, standing on the surface of his small, grey, cratered planet. He has his hands pressed against his eyes, as if he is crying or trying to hide something. To his left, a single yellow rose with green leaves grows from the ground. In the background, three other planets with rings are visible in the light blue sky, along with a small, white, conical building on the horizon. The overall tone is melancholic and contemplative.

E apesar do essencial
ser invisível aos olhos...



Precisamos
trazer visibilidade
para esse trabalho

Essas entidades são
mantidas por mensalidade dos
seus associados e pelo repasse
da contribuição do 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



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

Obrigado