



# RELATÓRIO DE PESQUISA DO PERFIL SÓCIO-ECONÔMICO DO TURISTA DE EVENTOS NO RECIFE E NA REGIÃO METROPOLITANA

2008



## **OBJETIVO GERAL**

- Identificar o perfil do turista de eventos na Região Metropolitana do Recife.

## **OBJETIVOS ESPECÍFICOS**

- Identificar as características socio-econômicas do turista de eventos;
- Estimar o volume e a composição dos gastos do turista de eventos;
- Identificar a percepção do turista de eventos em relação ao destino Pernambuco;
- Possibilitar, através da continuidade anual da pesquisa, a montagem de uma série histórica de dados;
- Fornecer subsídios para a tomada de decisões dos órgãos gestores de turismo e das empresas associadas ao Recife CVB.

## Universo da Pesquisa

**Quantidade de eventos Pesquisados**

**24**

**Público Total Estimado nos eventos  
Captados e Apoiados pelo RCVB**

**117.100**

**Total de Turistas Entrevistados**

**505**

**Margem de Erro**

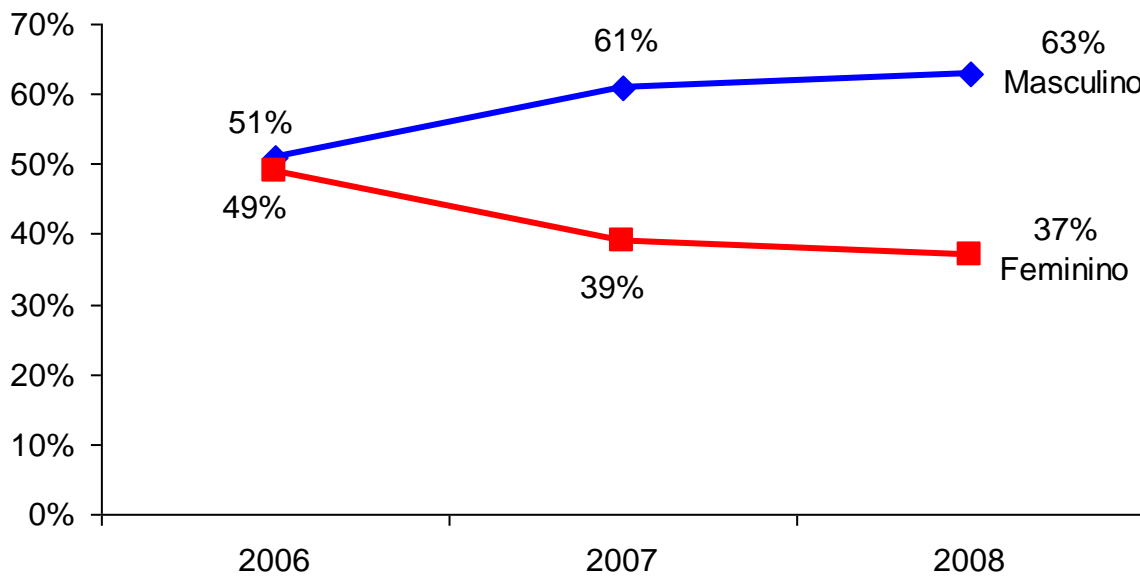
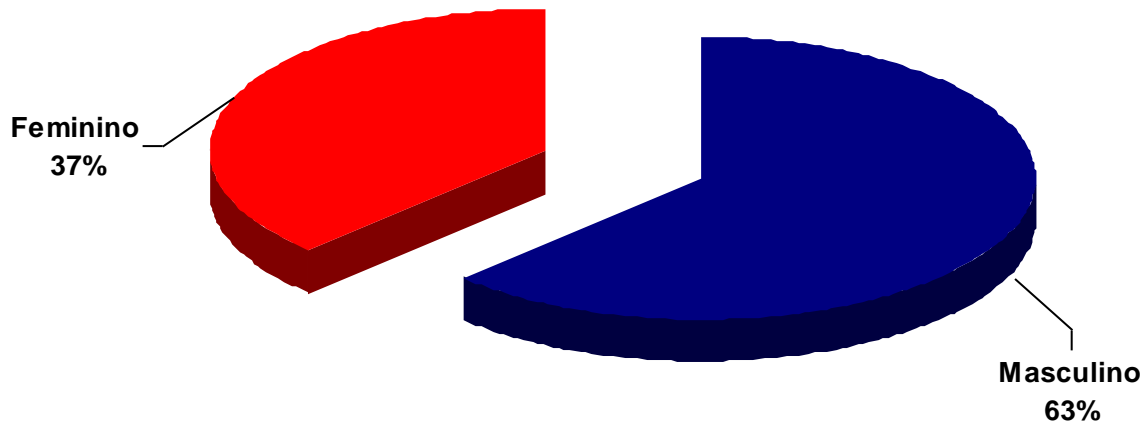
**4,3%**



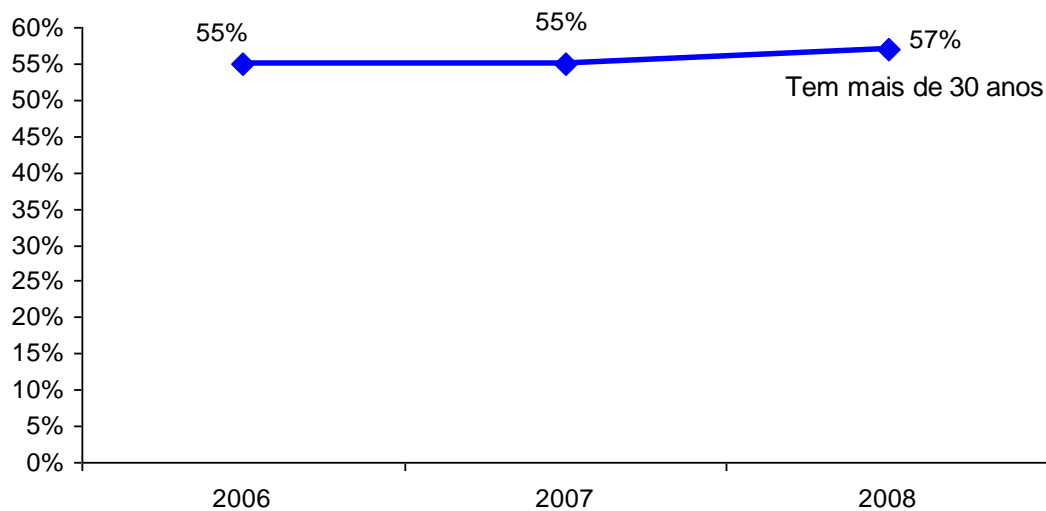
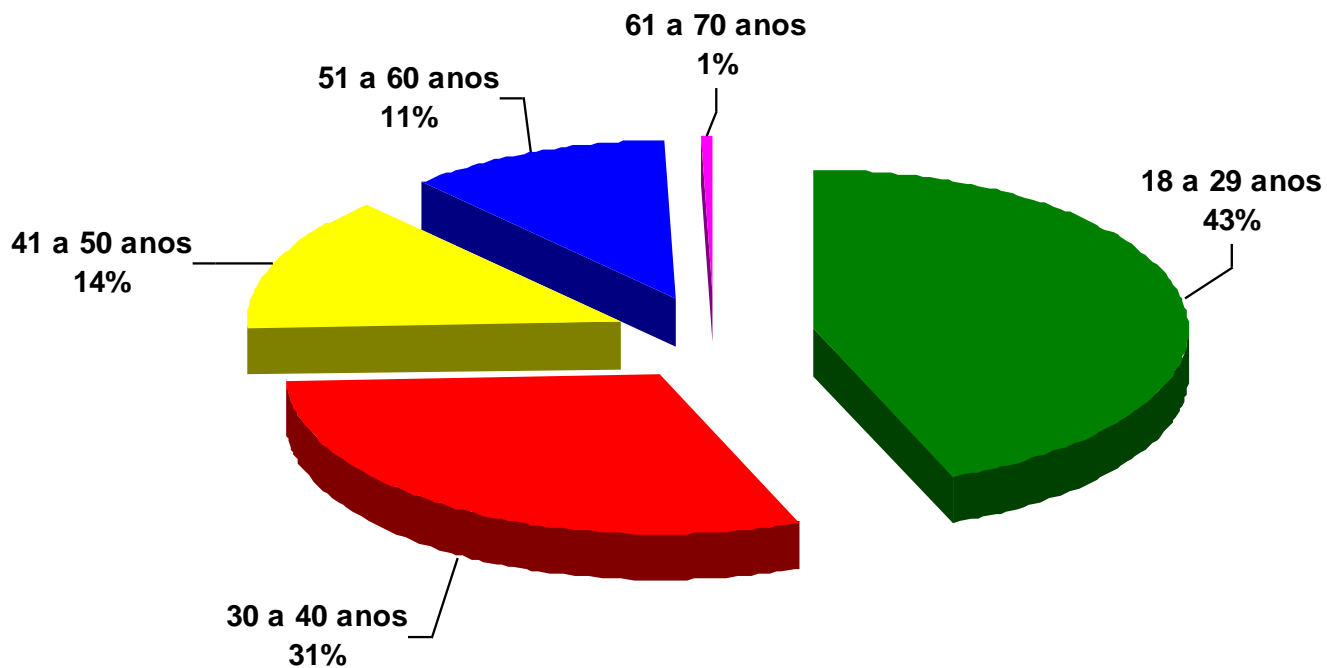
## **METODOLOGIA DA PESQUISA CARACTERÍSTICAS SOCIO-ECONÔMICAS**

**Pesquisa do tipo quantitativa descritiva.**

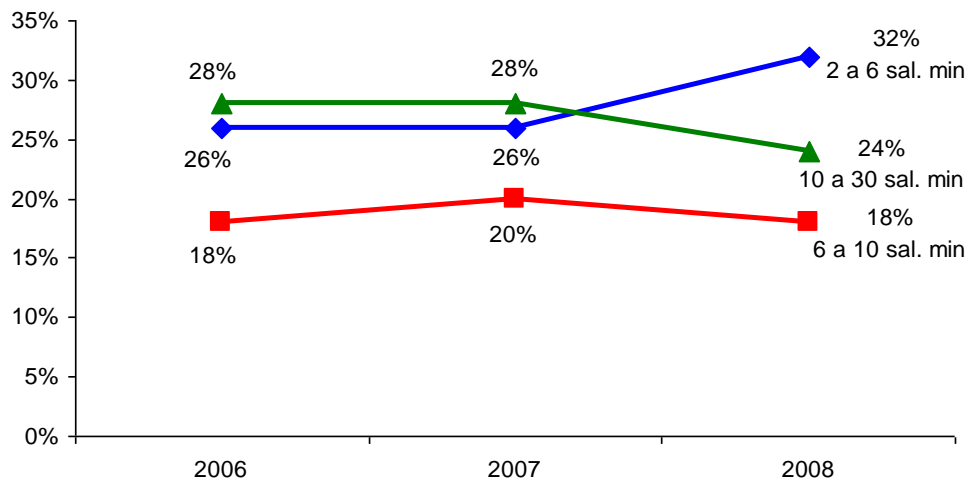
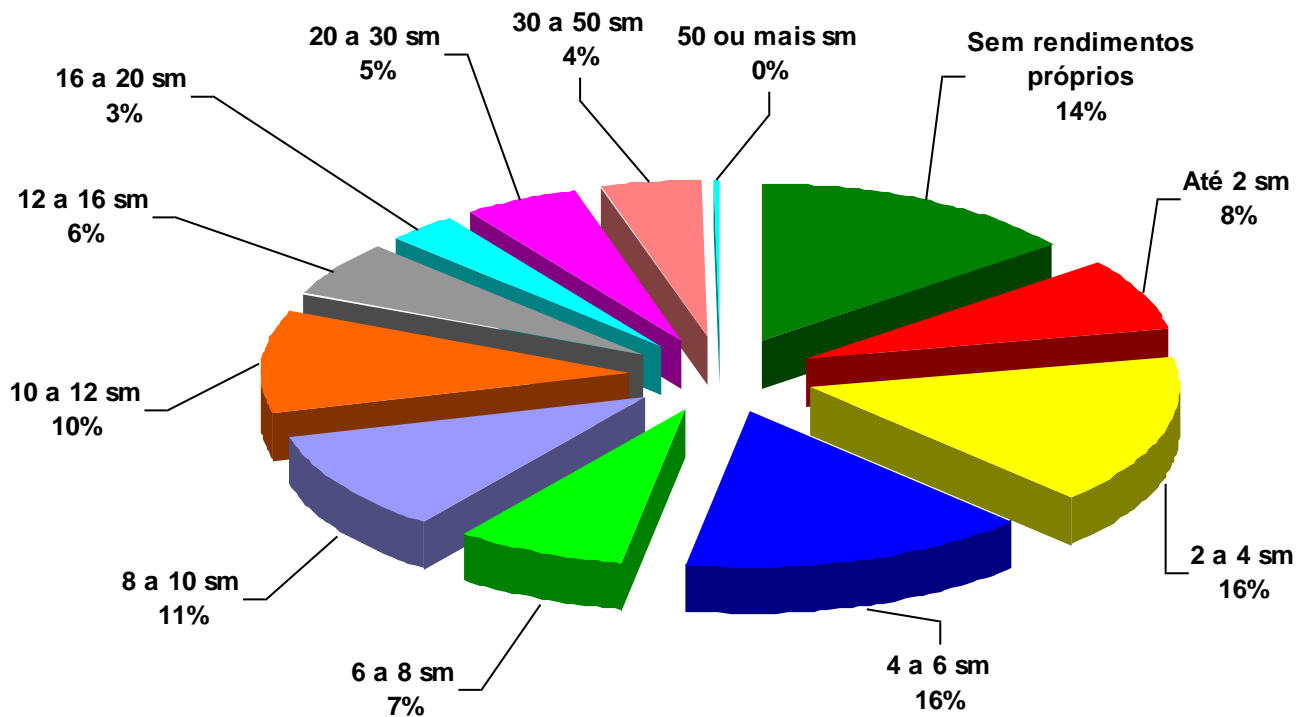
# SEXO



# FAIXA ETÁRIA

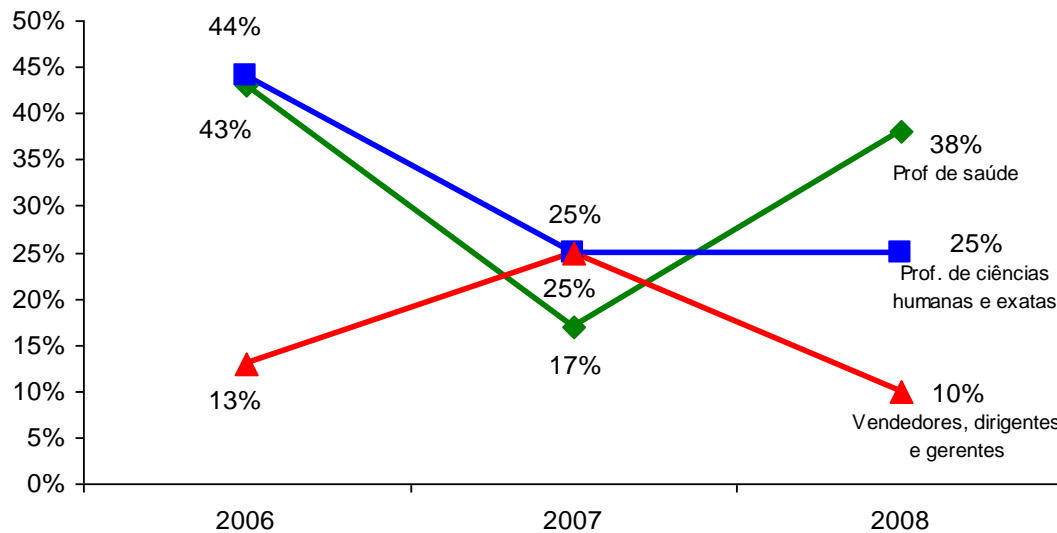
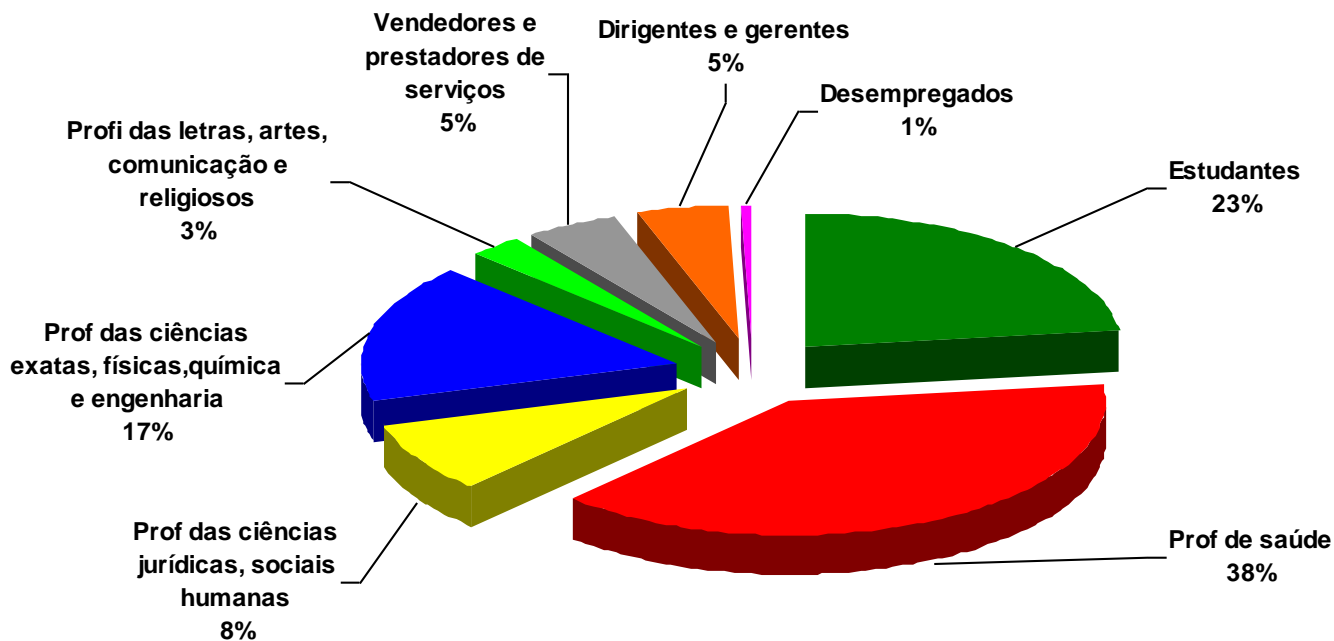


# RENDA MENSAL INDIVIDUAL



42% Mais de 6 sal. Min.

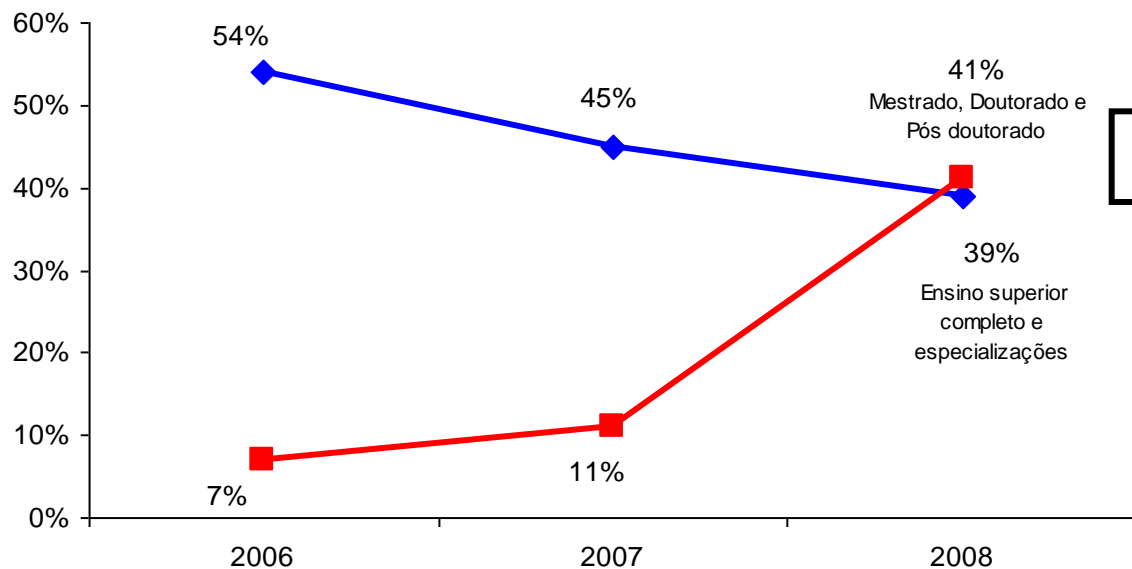
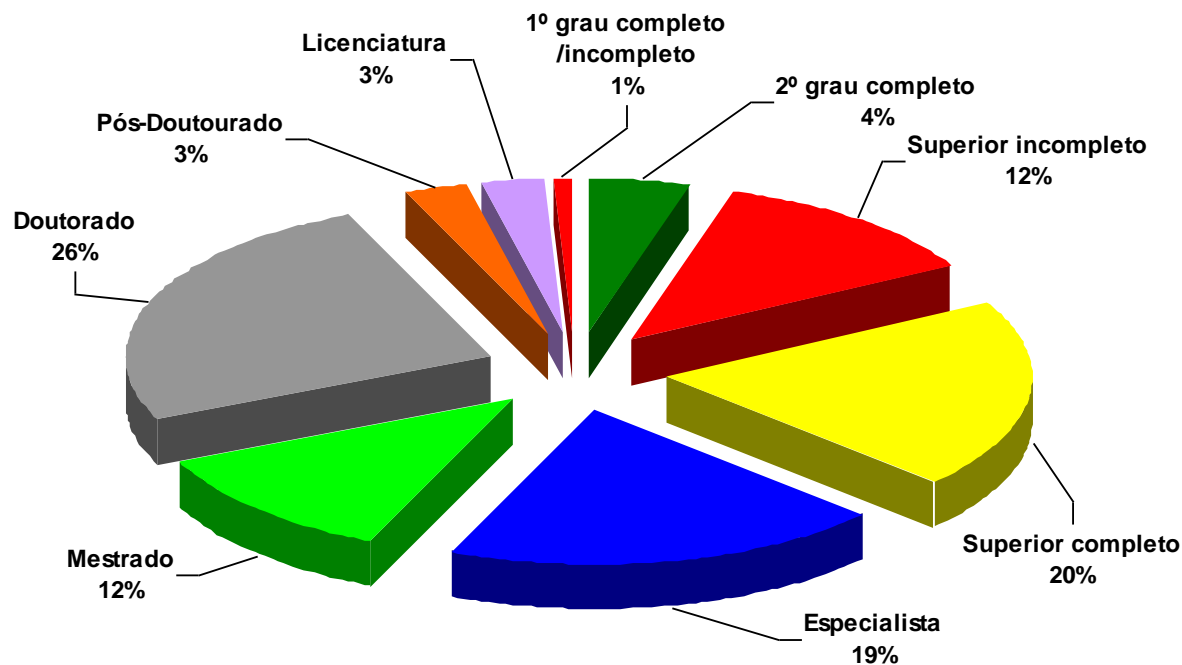
# OCUPAÇÃO PRINCIPAL



Crescimento de 21% de profissionais da área de saúde

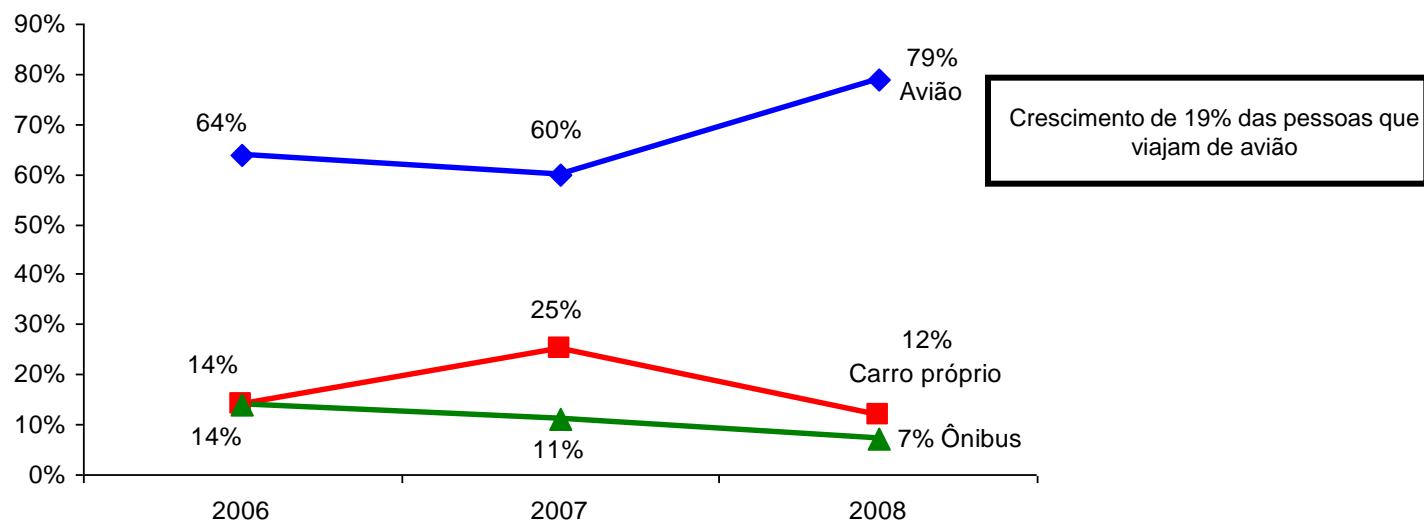
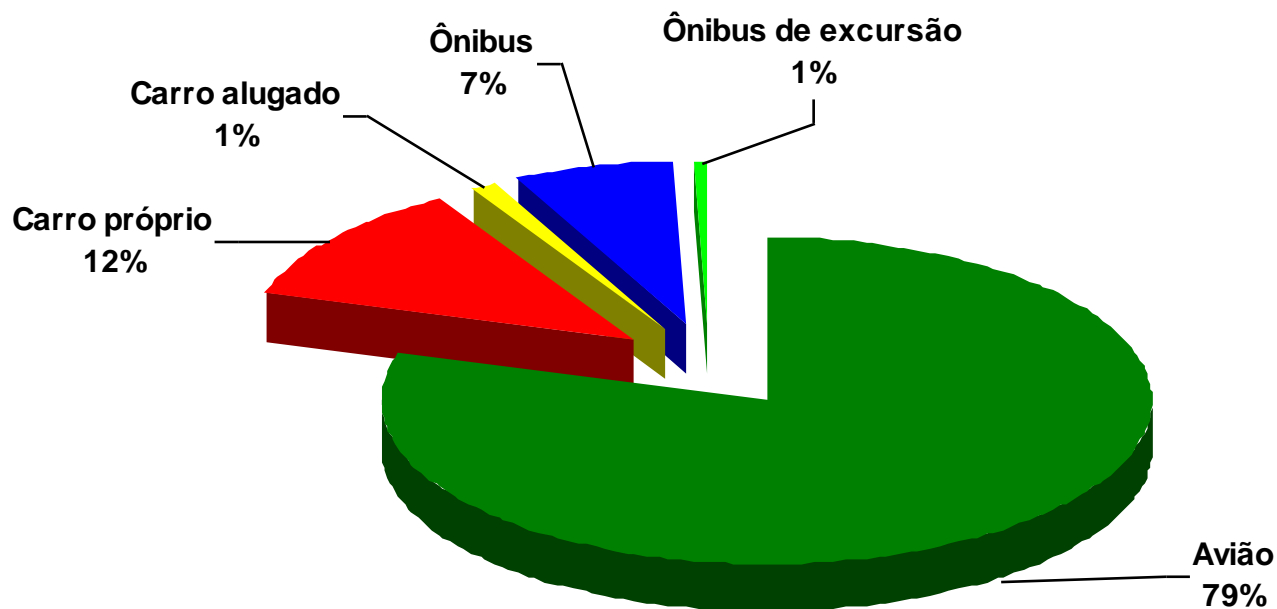


## GRAU DE ESCOLARIDADE

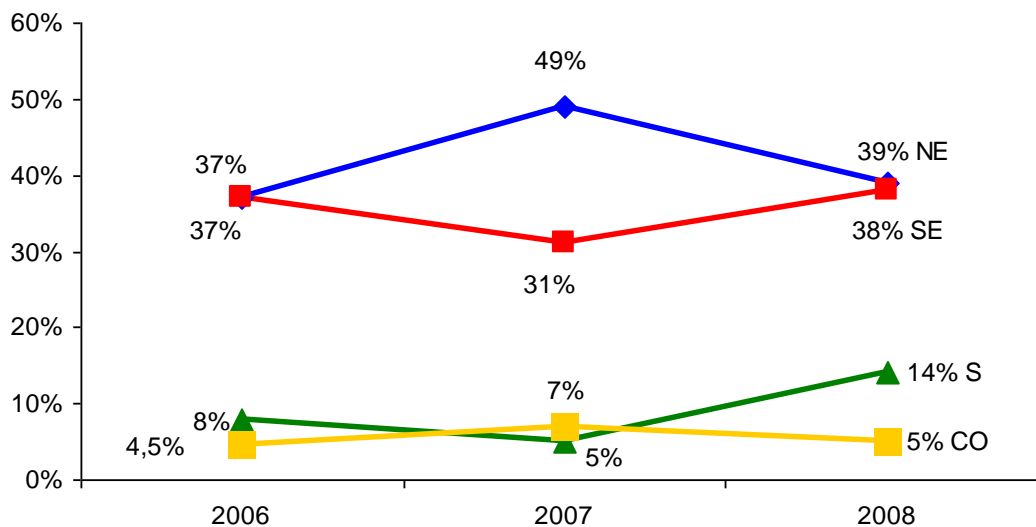
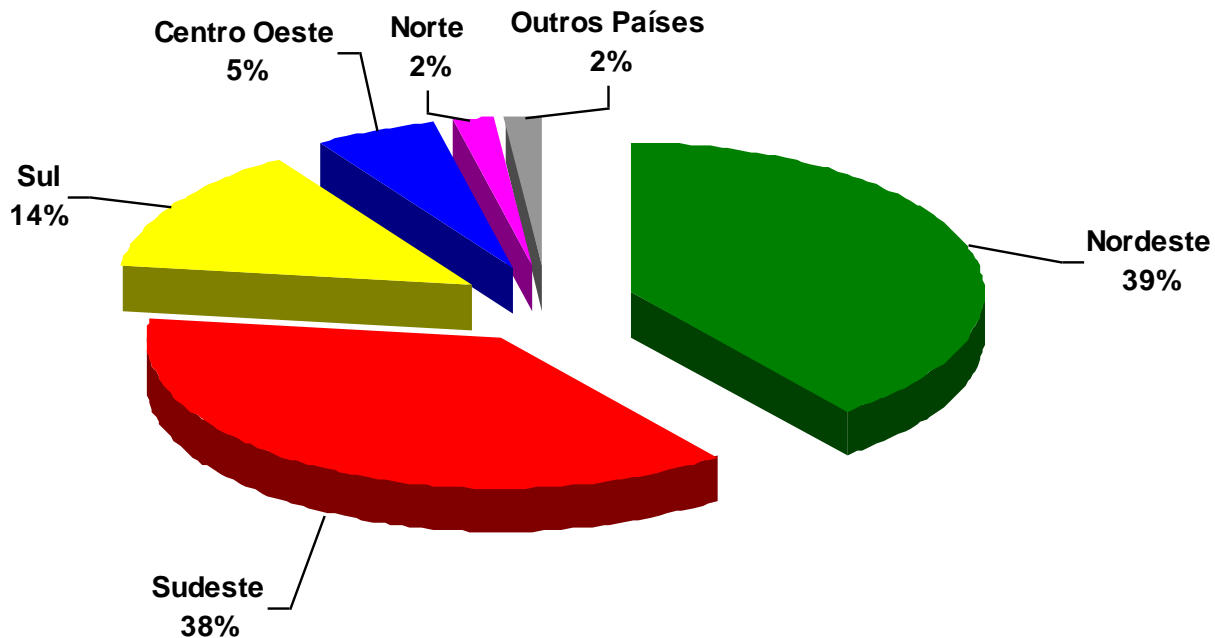


60% dos entrevistados possuem escolaridade acima de pós-graduação

# MEIO DE TRANSPORTE USADO PARA CHEGAR EM RECIFE

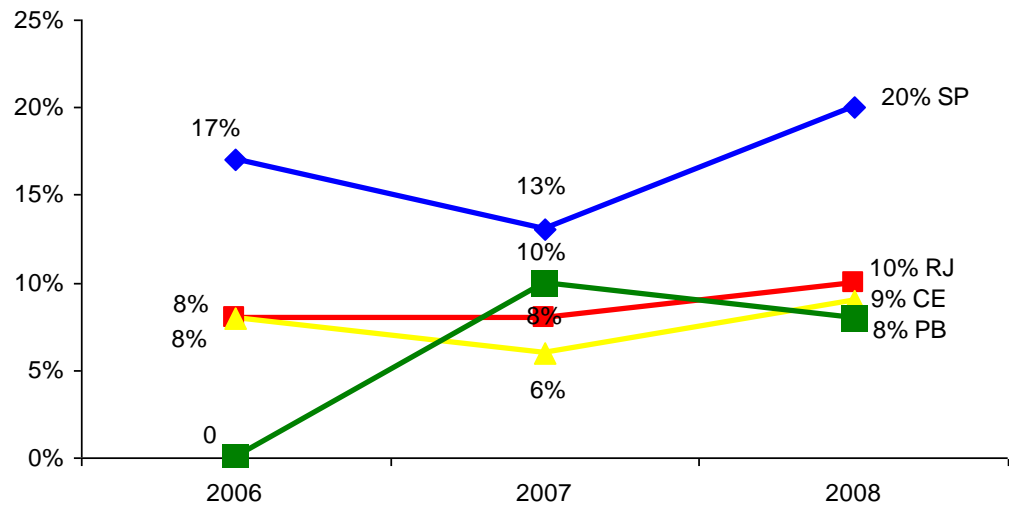
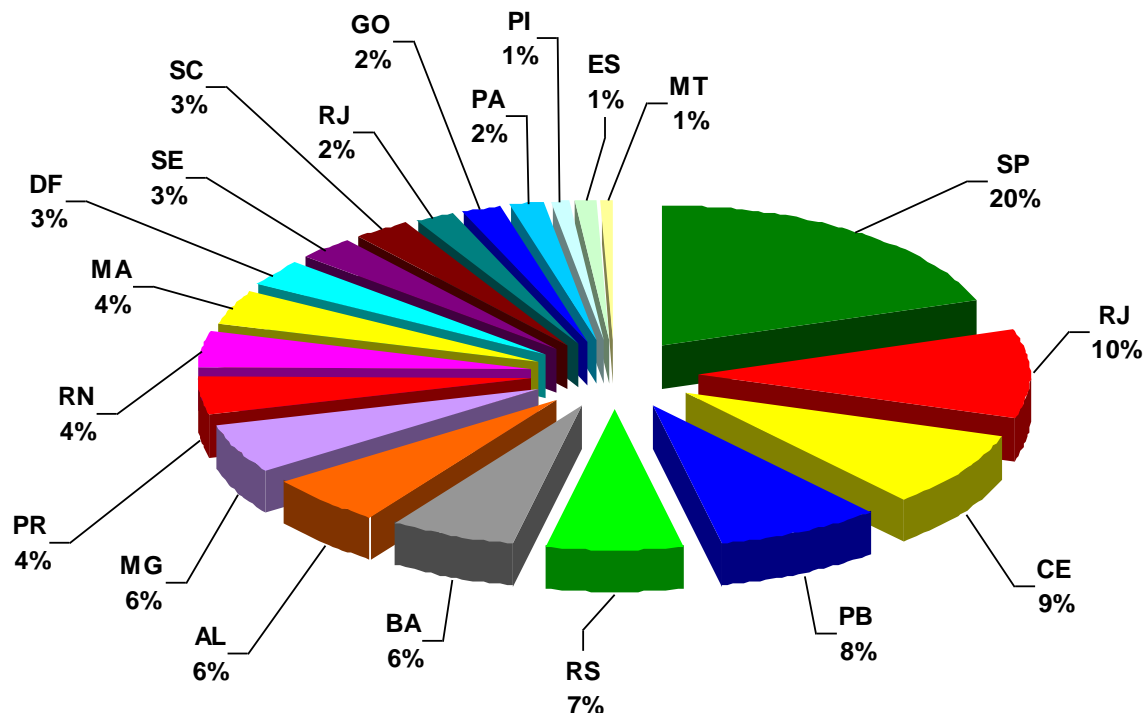


# RESIDÊNCIA PERMANENTE DOS EVENTOS NACIONAIS

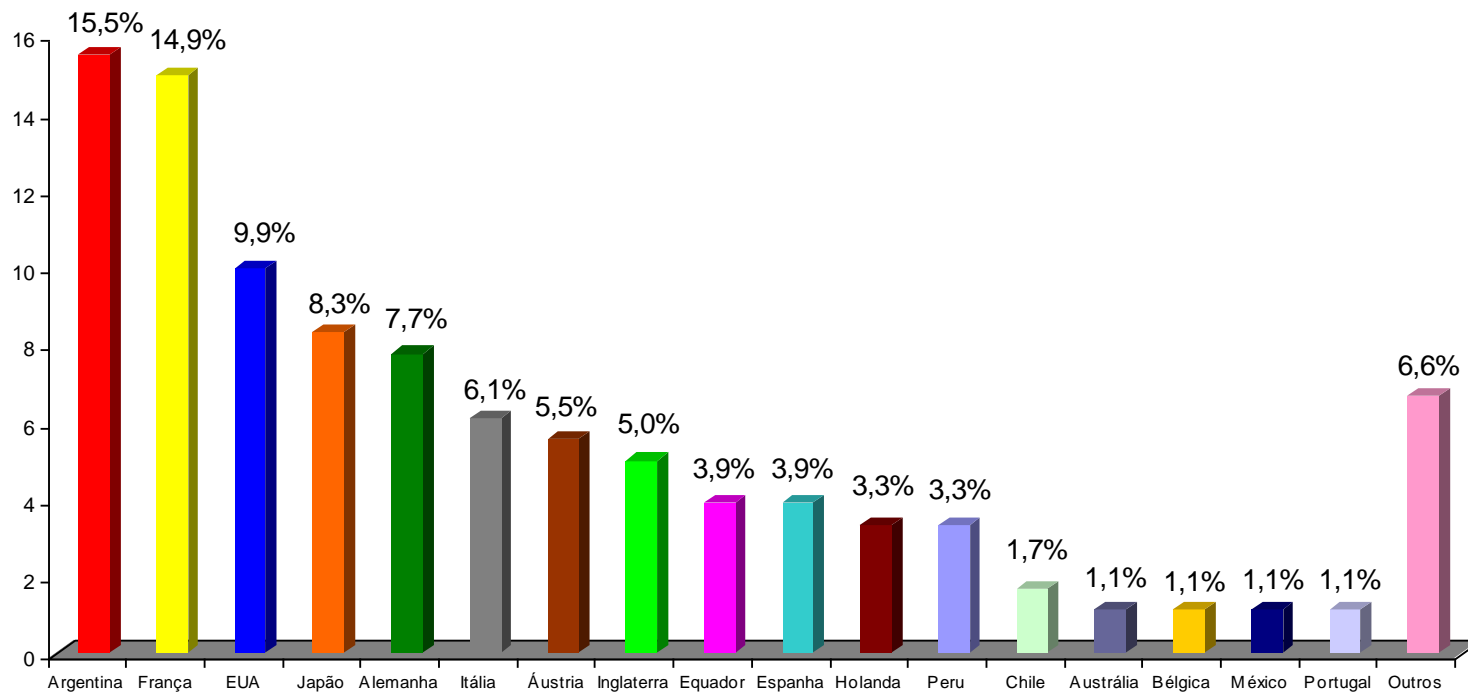


Crescimento no público do **sul** e **sudeste**

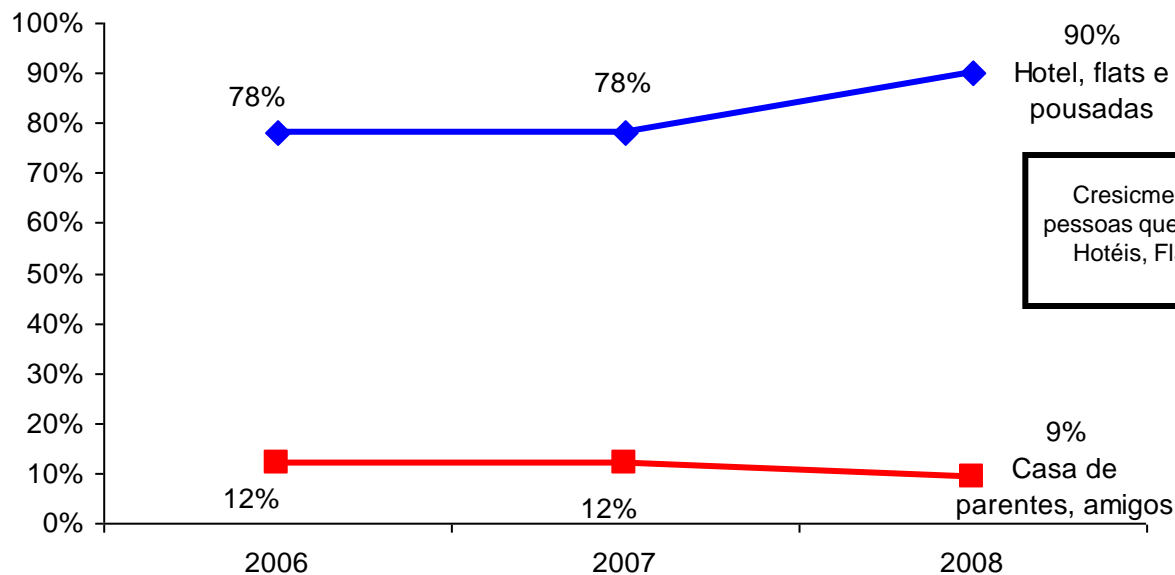
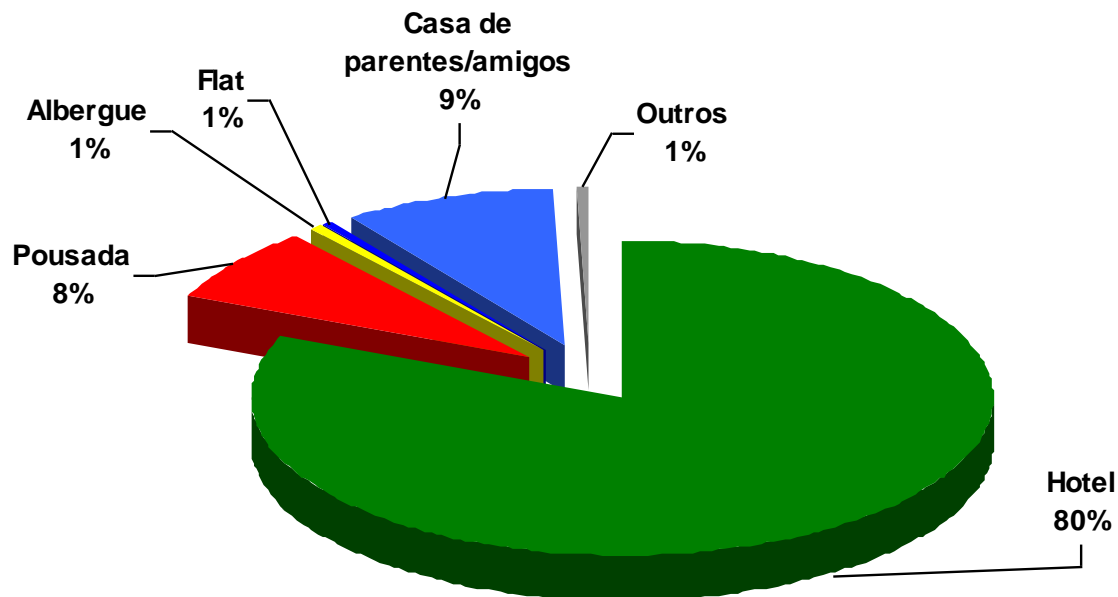
# RESIDÊNCIA PERMANENTE



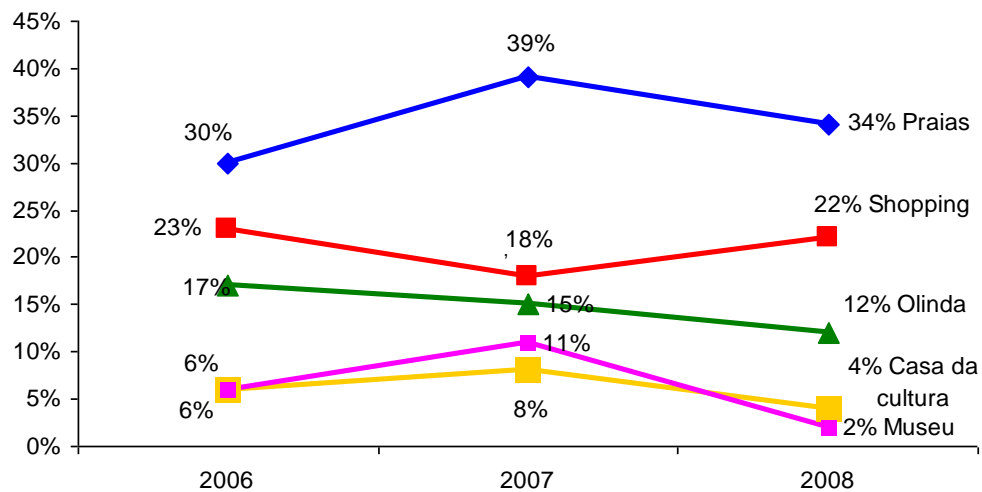
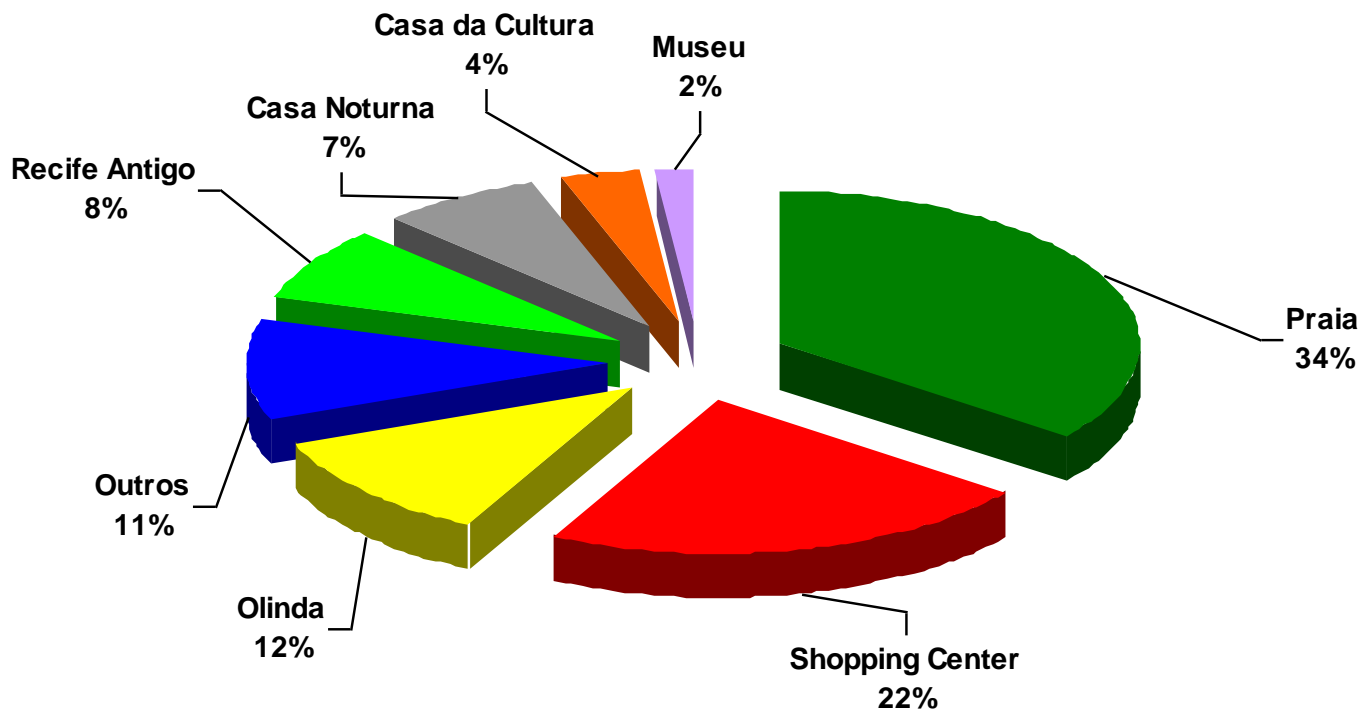
## RESIDÊNCIA PERMANENTE DOS EVENTOS INTERNACIONAIS



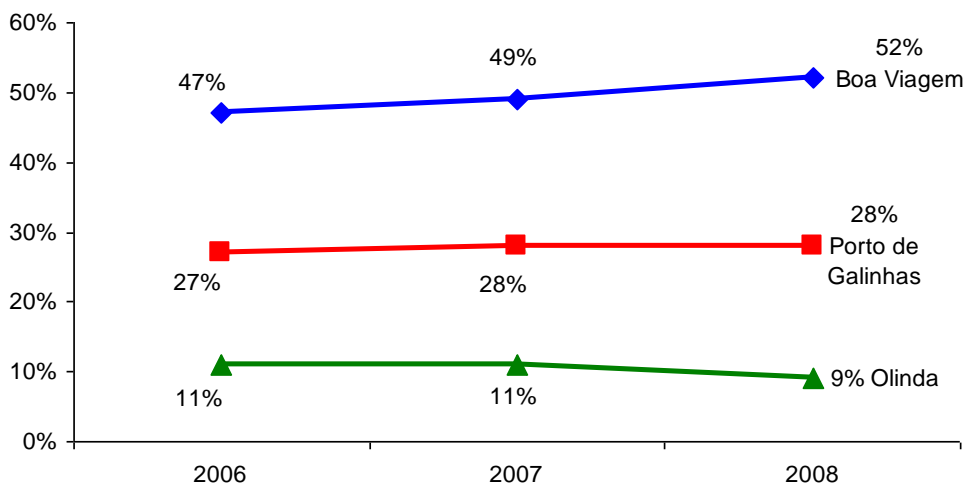
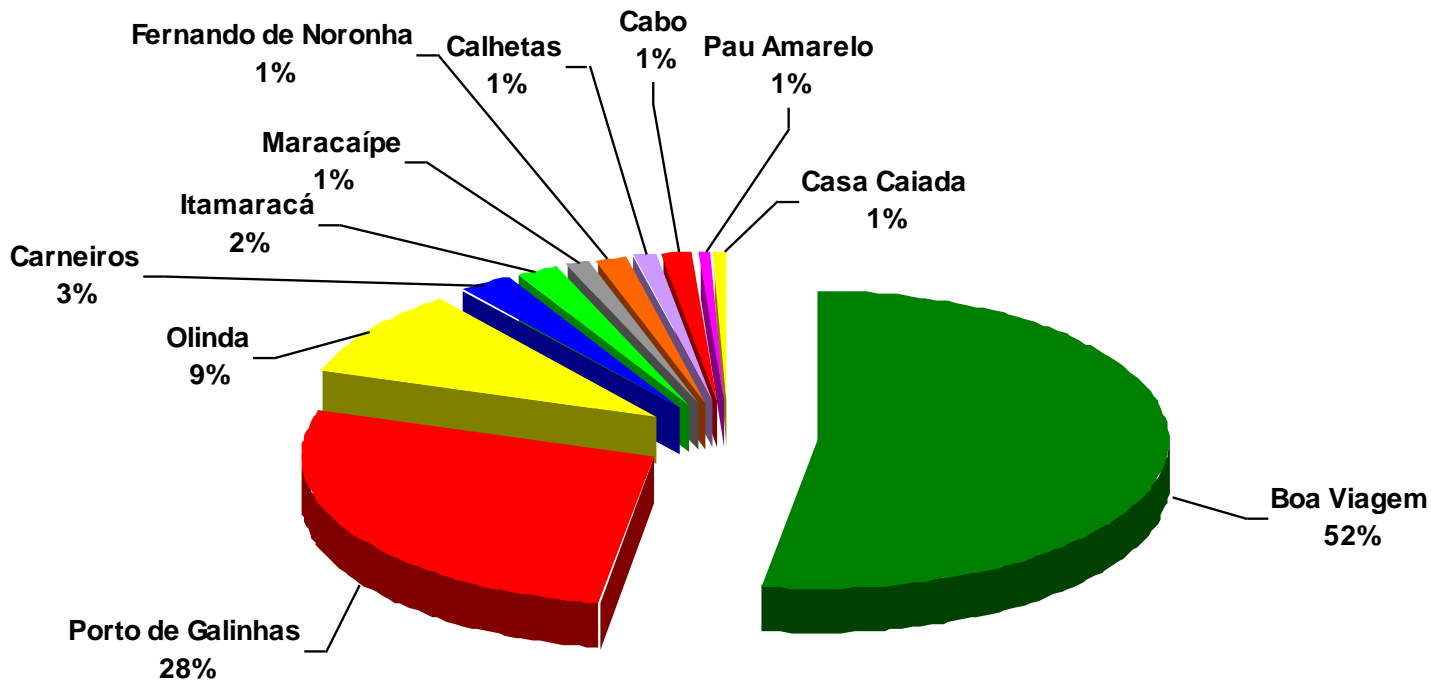
## TIPO DE HOSPEDAGEM UTILIZADA



# ATRATIVOS VISITADOS DURANTE A ESTADA

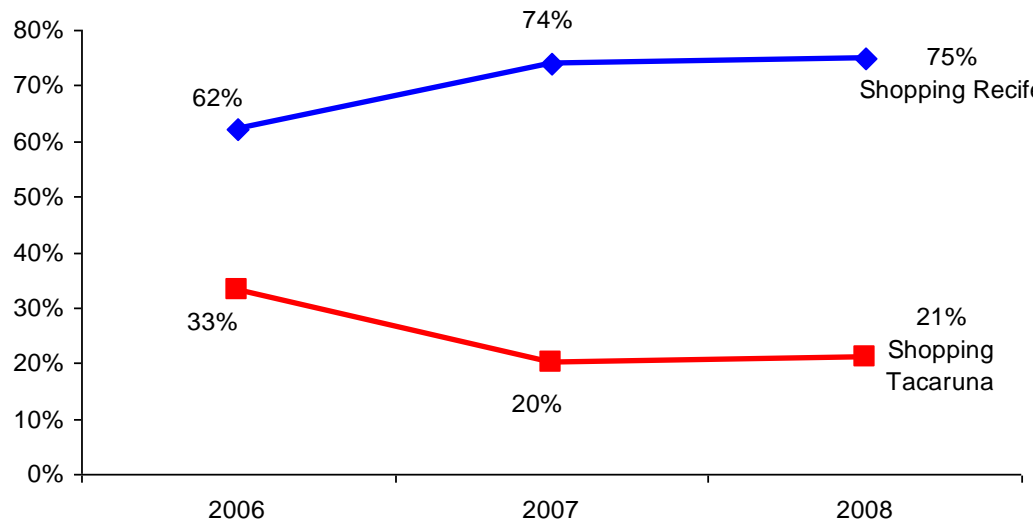
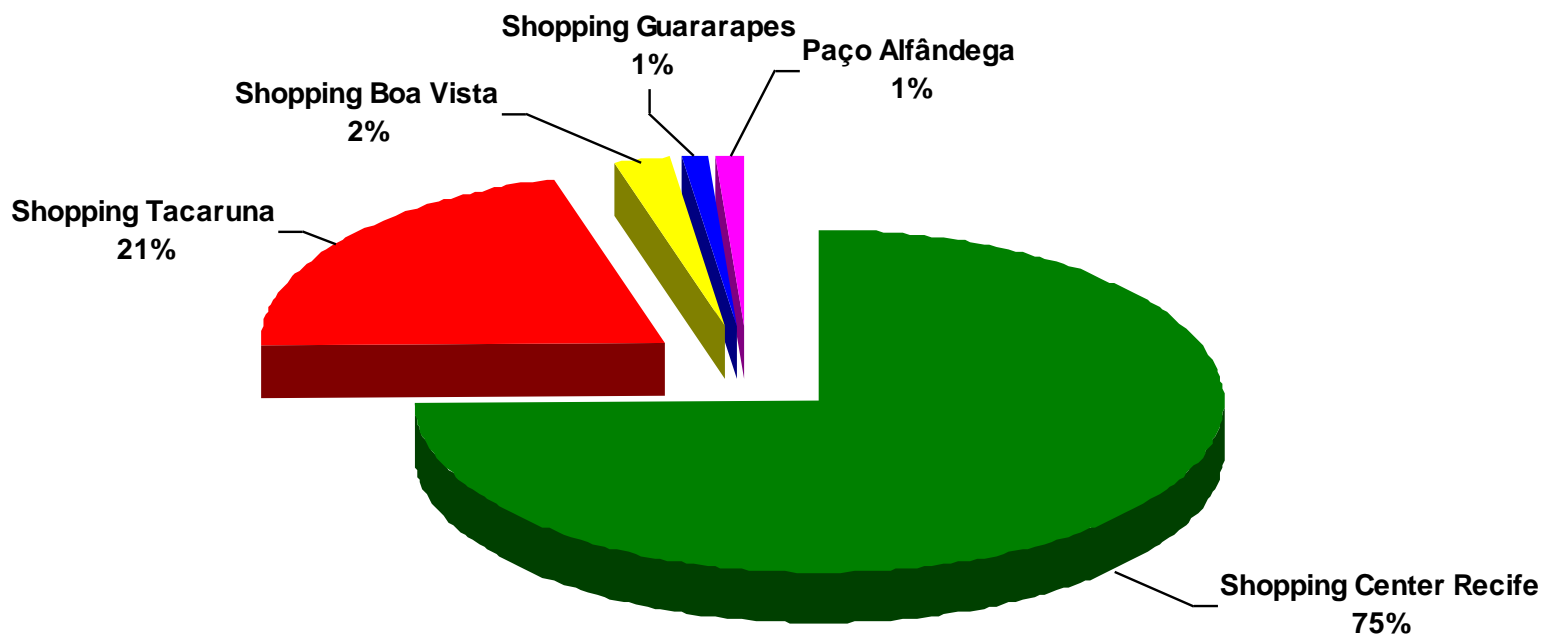


# PRAIAS VISITADAS DURANTE A ESTADIA

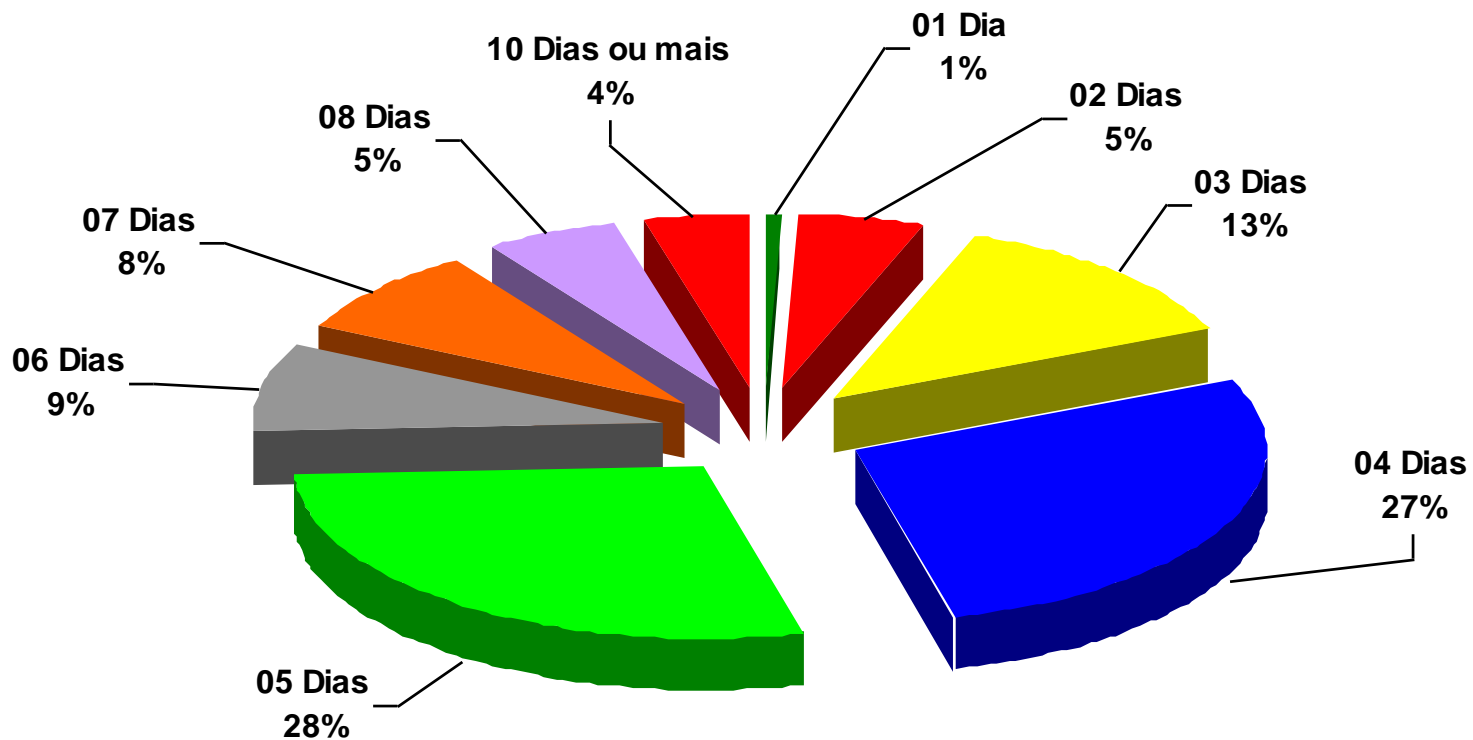




# SHOPPINGS VISITADOS DURANTE A ESTADIA

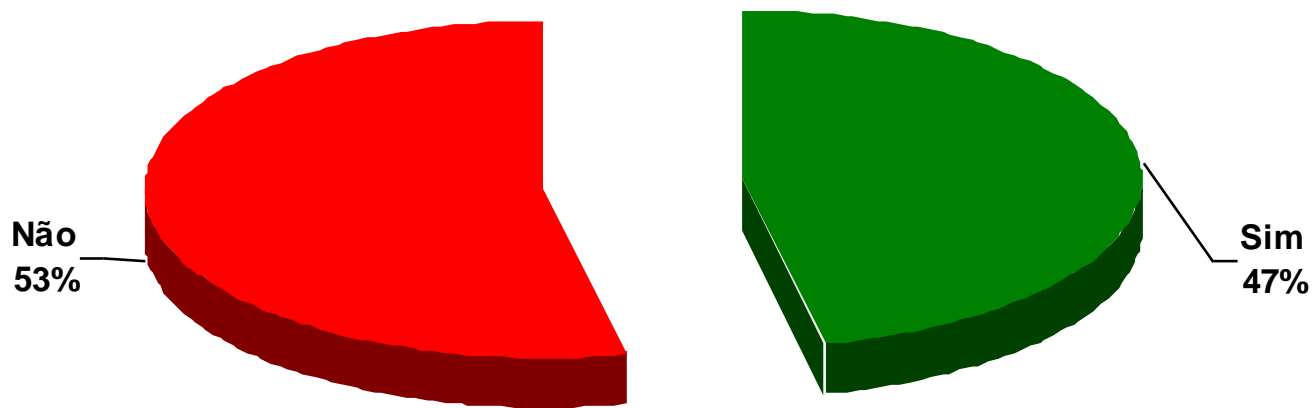


## DURAÇÃO DA ESTADA

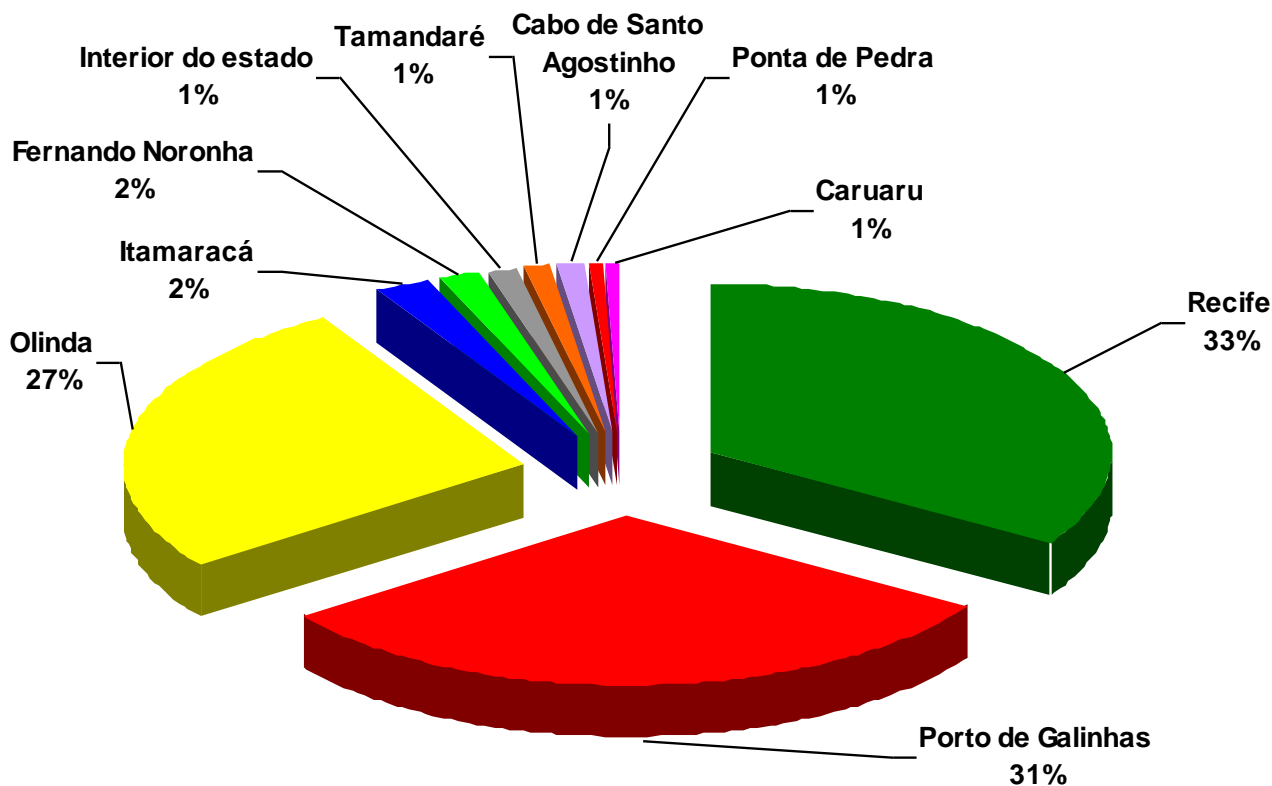


	2006	2007	2008
<b>Permanência média</b>	5 dias	5 dias	5 dias

## TURISTAS QUE APROVEITAM PRÉ E PÓS EVENTO PARA VISITAR ATRATIVOS TURÍSTICOS

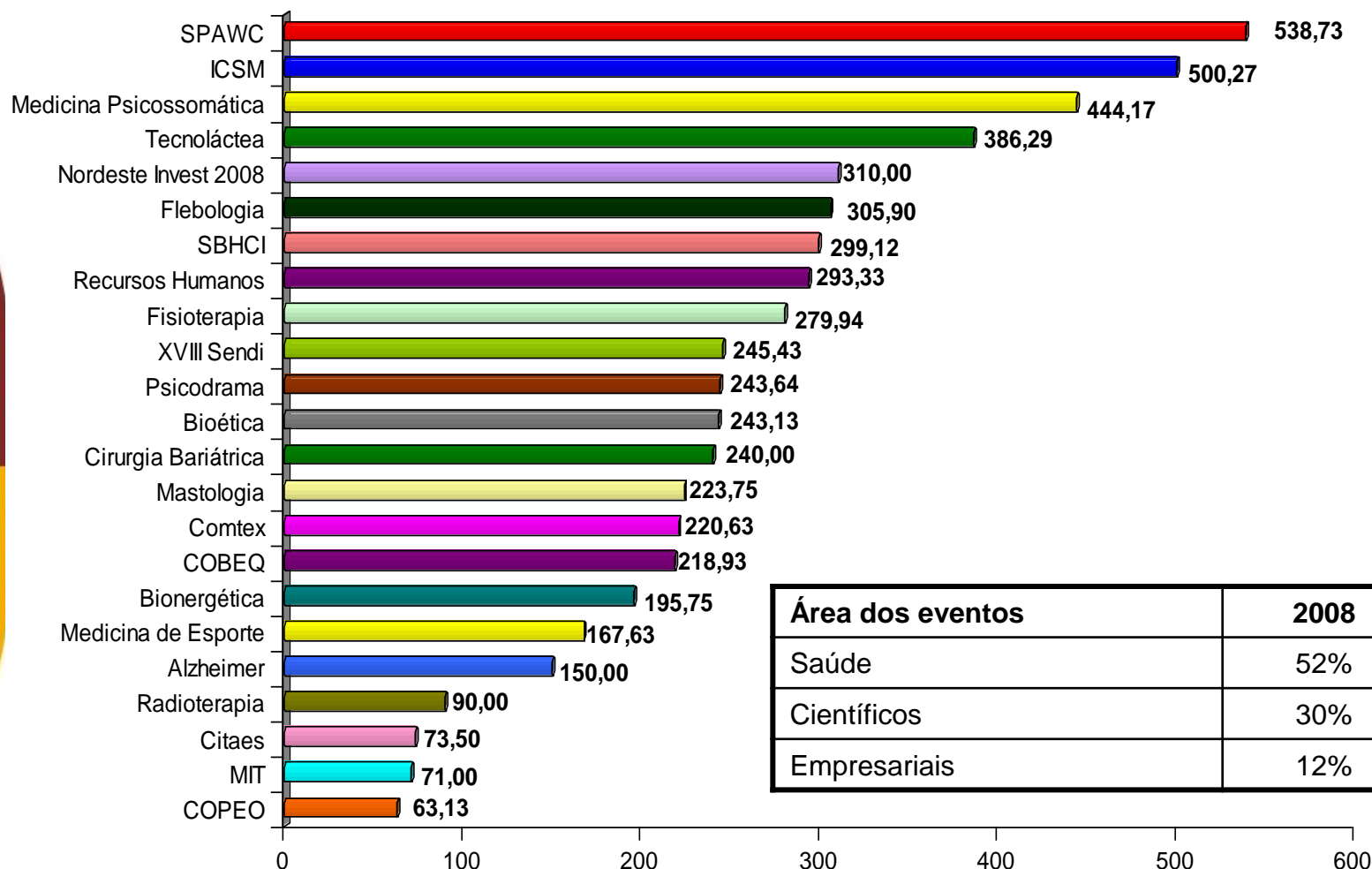


## DESTINOS VISITADOS NO PRÉ E PÓS EVENTO



Média de dias – 3,18

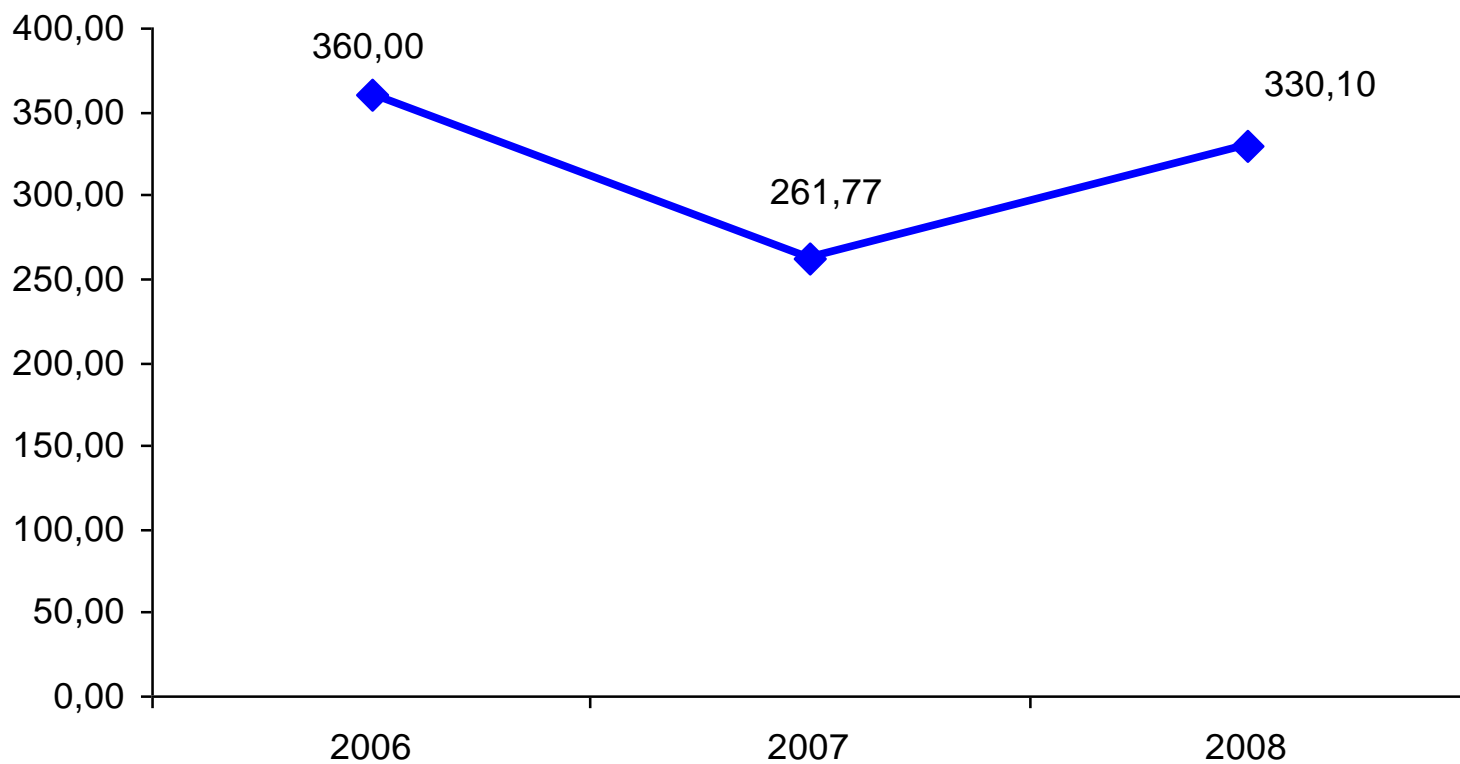
## MÉDIA DE GASTOS POR EVENTO (R\$)



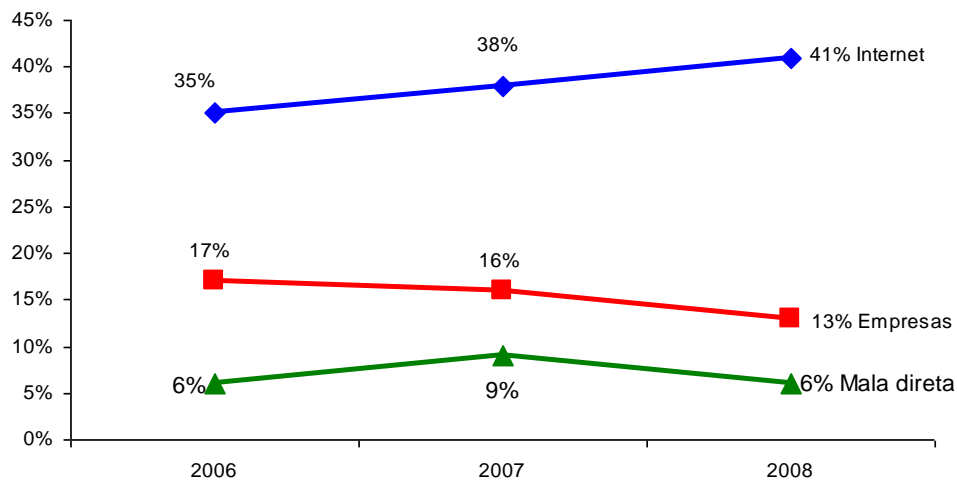
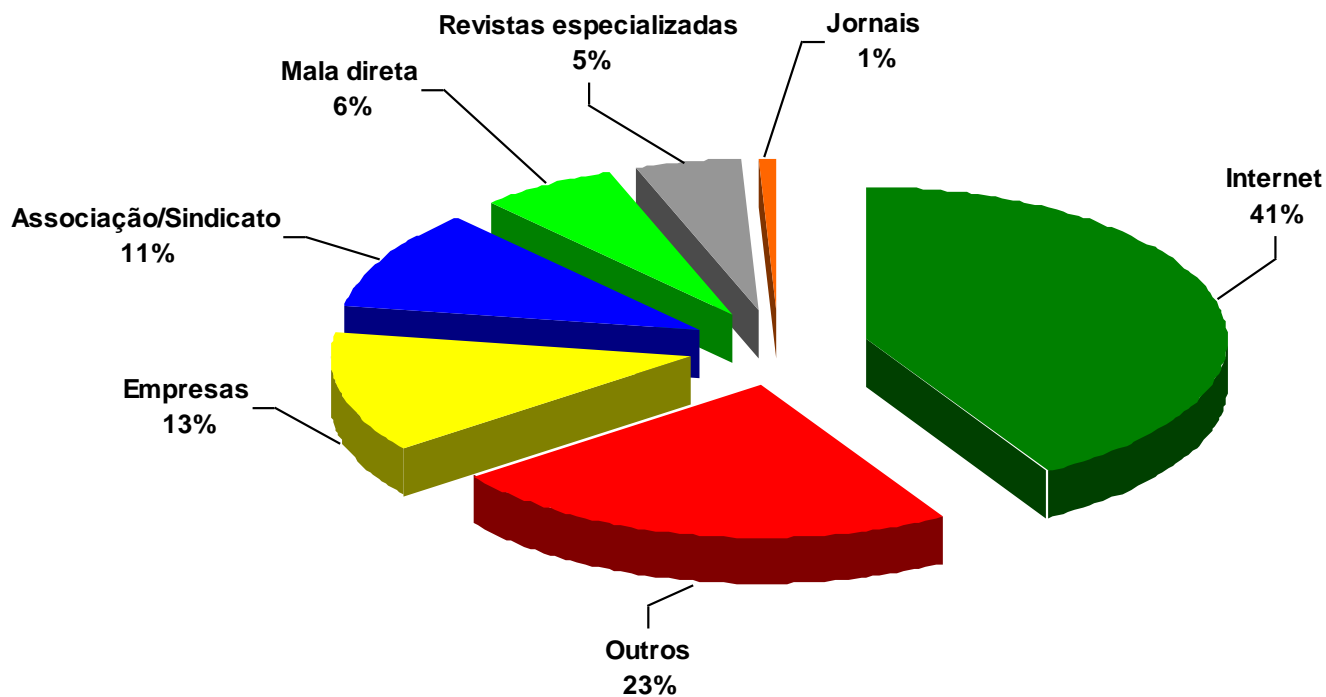
**2008-** Eventos que se destacaram: SPAWC, ICSM e Medicina Psicosomática

Vale destacar que para os três eventos internacionais ( SPAWC, Flebologia e ICSM), foi utilizado o câmbio de R\$ 2,3362 correspondente a média de 2008, fornecido pelo Banco Central do Brasil.

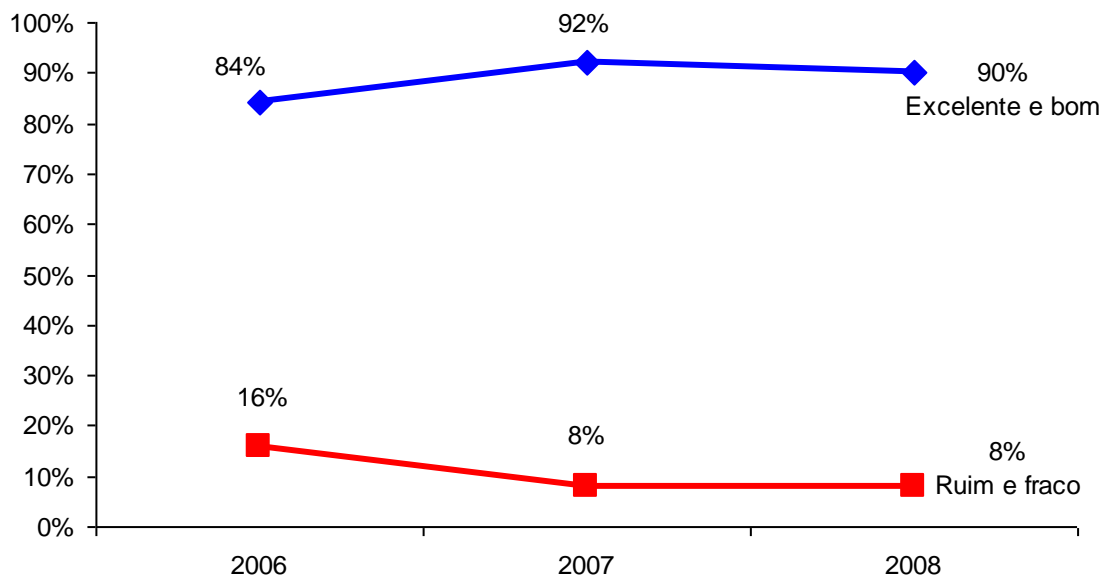
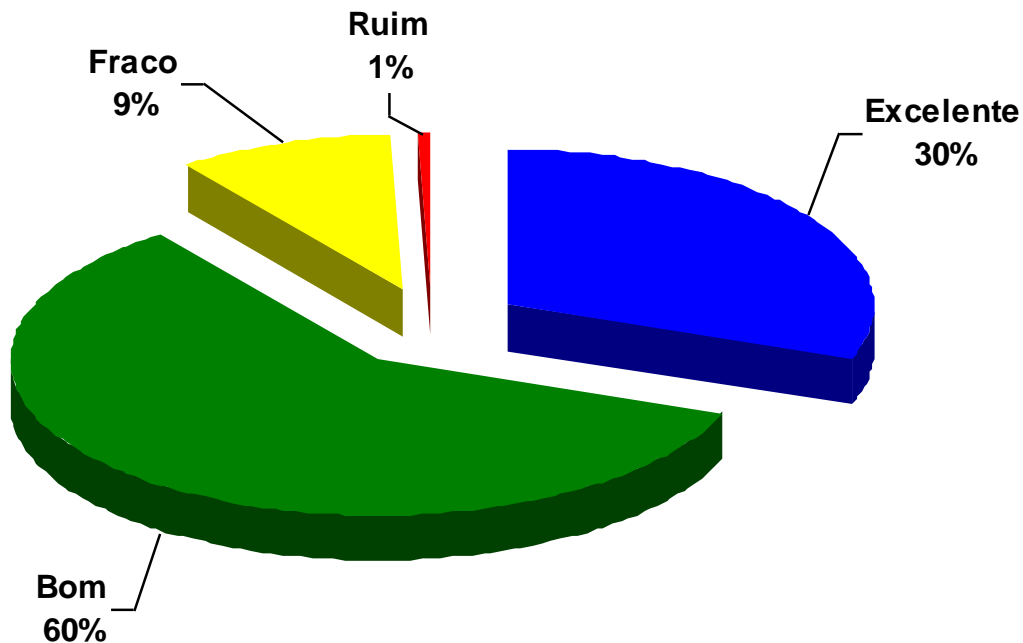
### MÉDIA DE GASTOS (R\$)



# CONHECIMENTO DO EVENTO

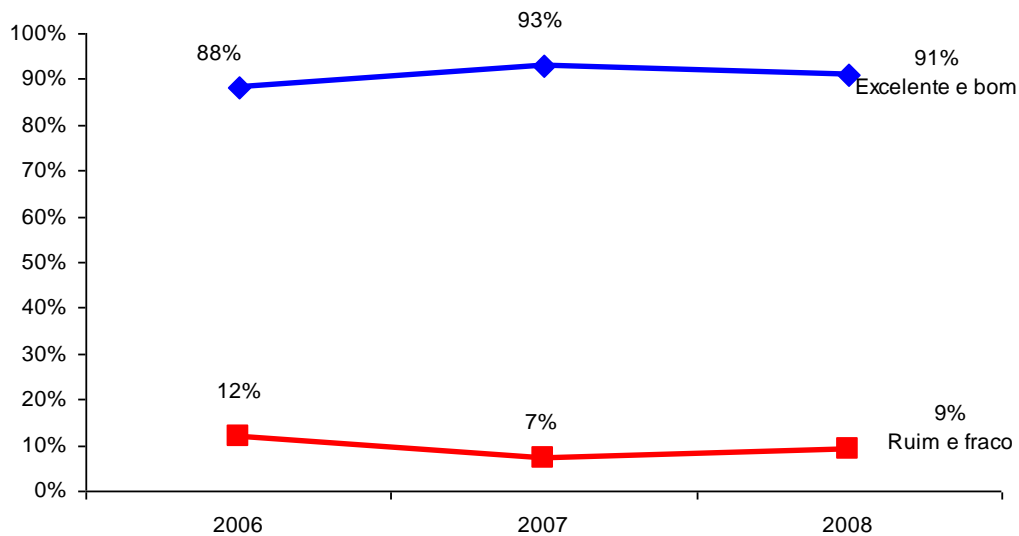
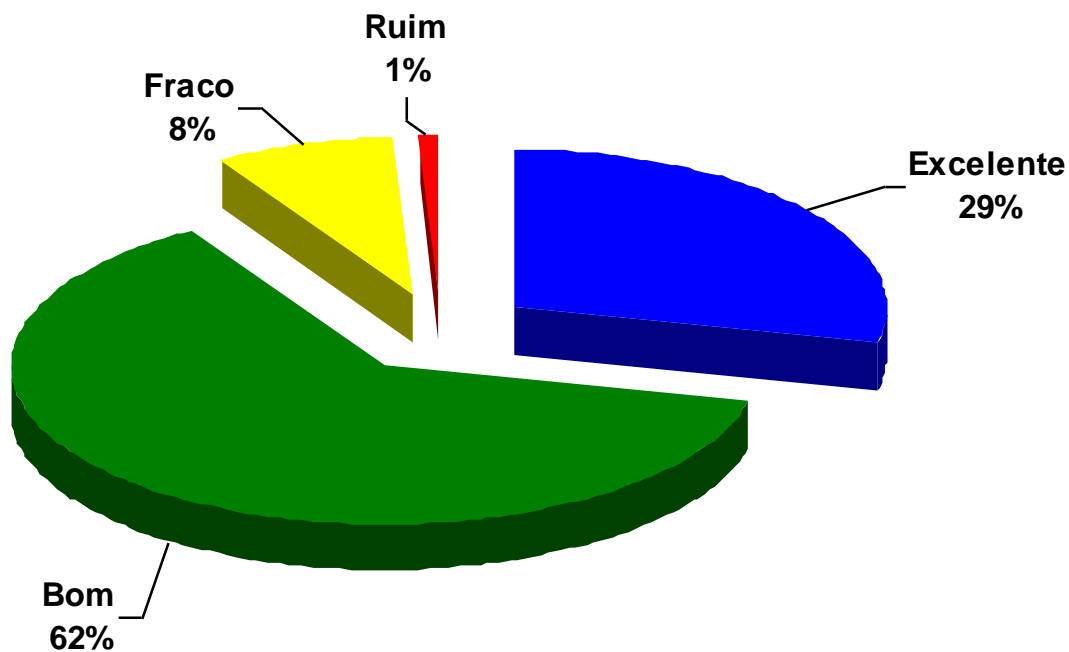


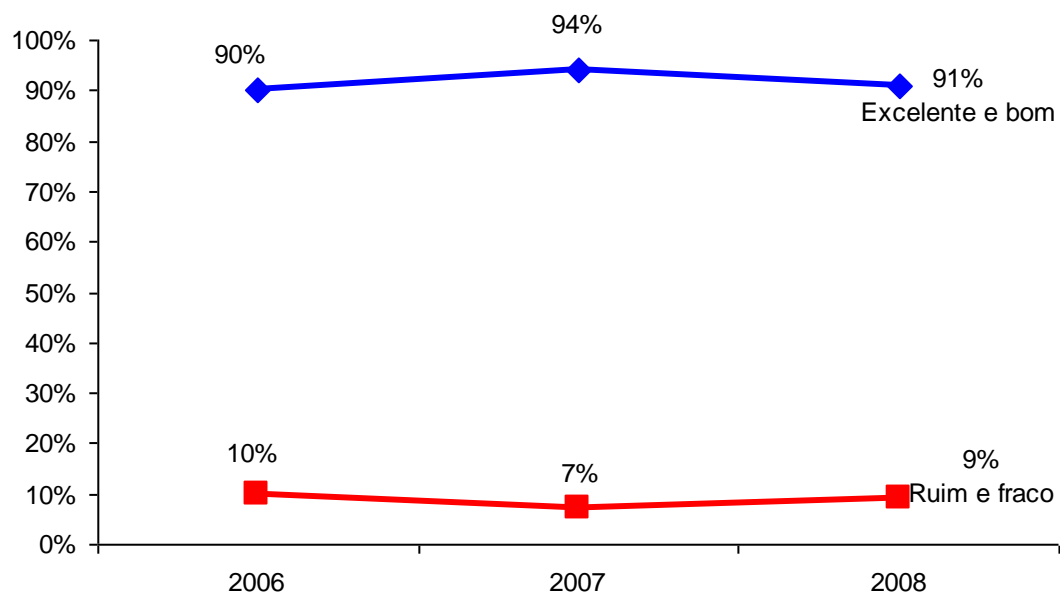
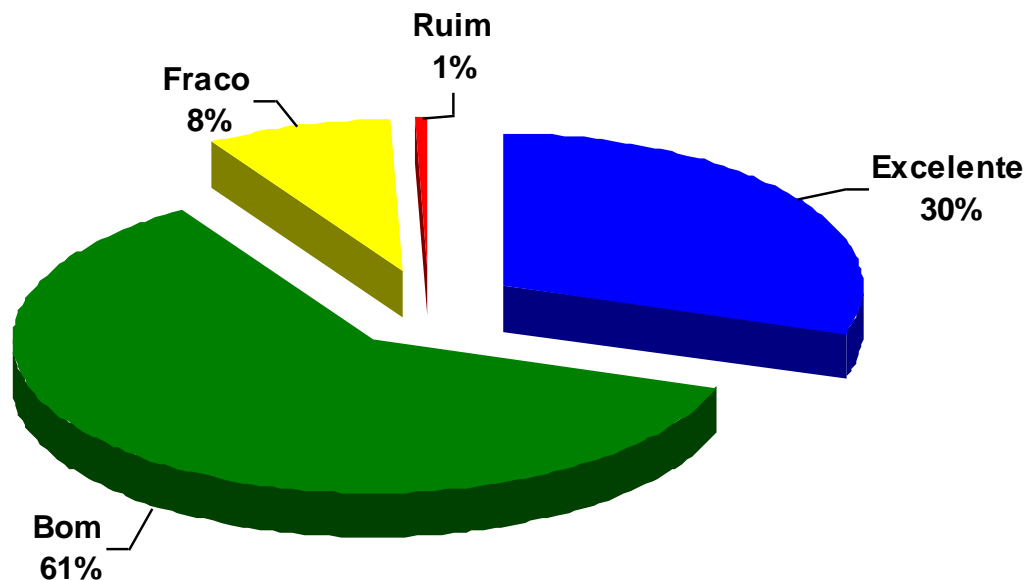
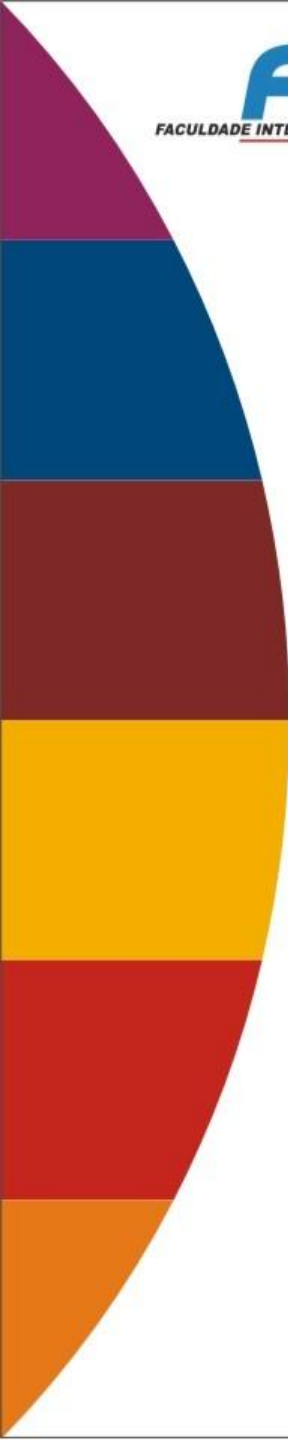
# ATENDIMENTO PRESTADO AO TURISTA NO ATRATIVOS TURÍSTICOS



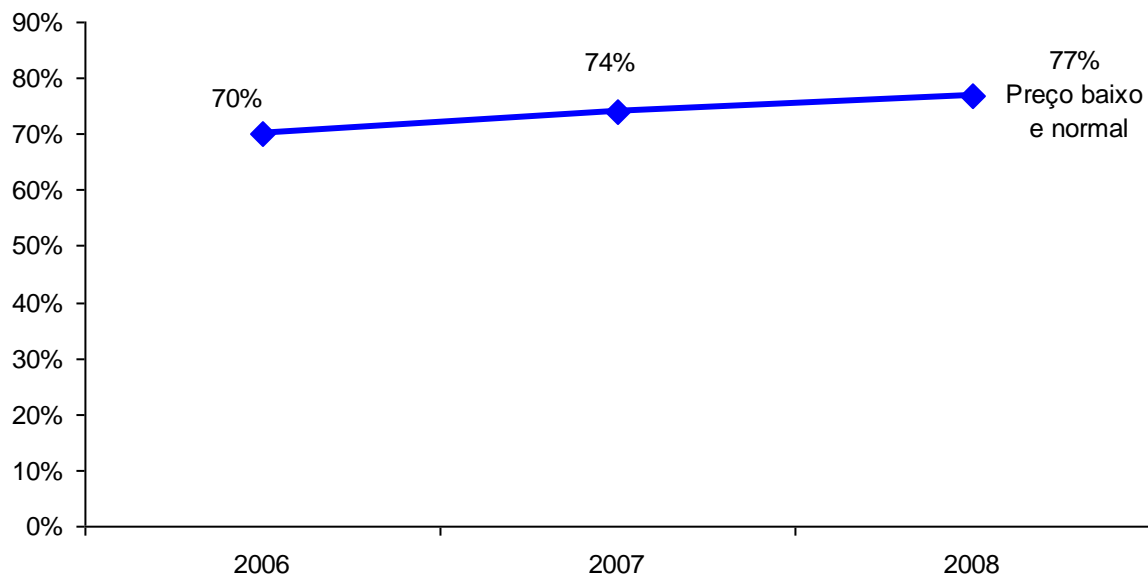
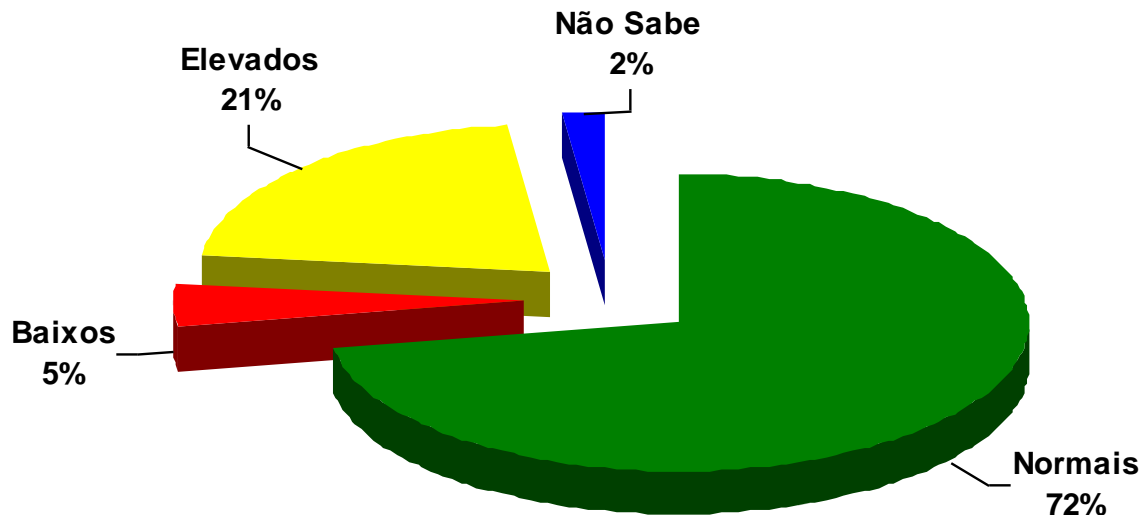


# ATENDIMENTO PRESTADO AO TURISTA NOS EQUIPAMENTOS (HOTÉIS E RESTAURANTES)

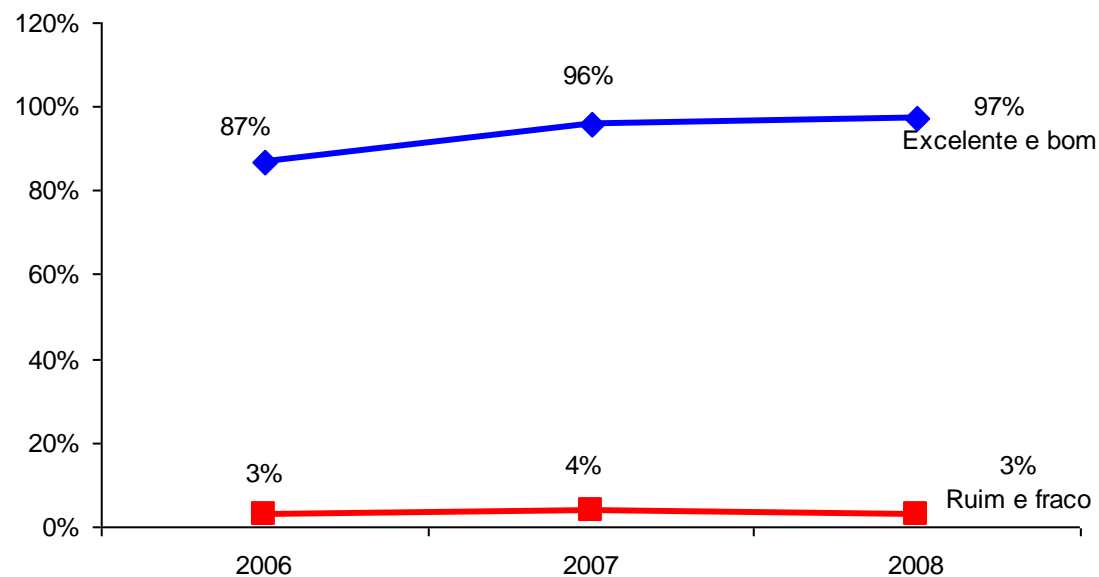
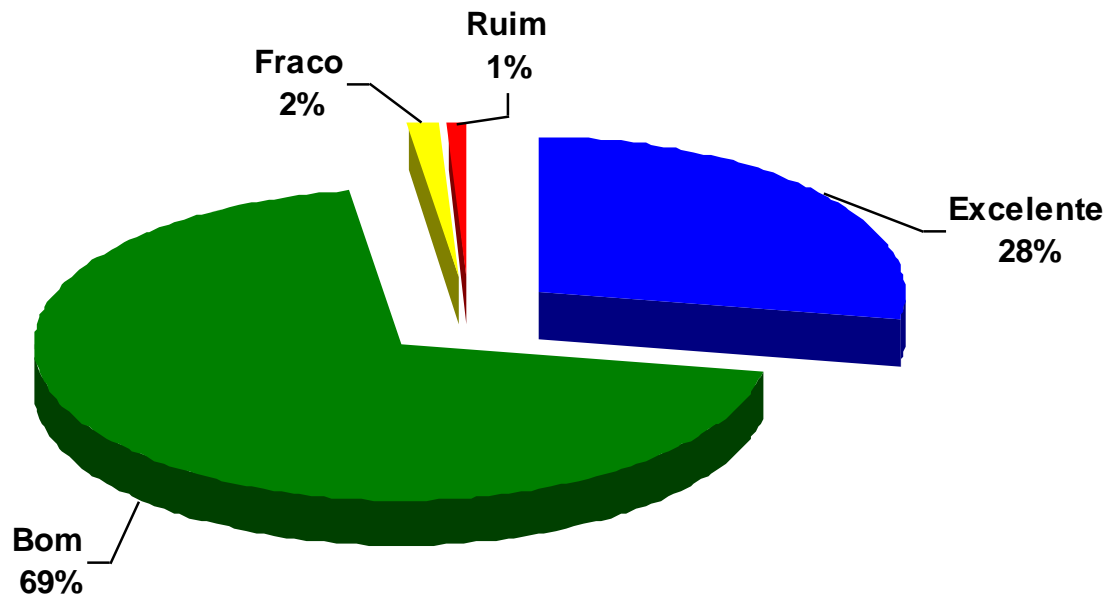




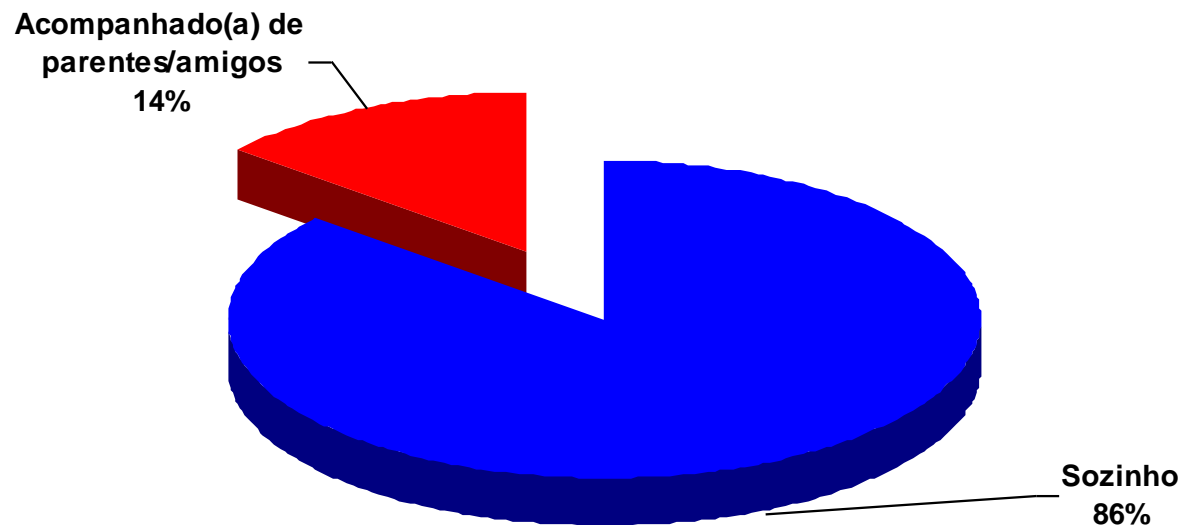
# AVALIAÇÃO DOS PREÇOS COBRADOS AO TURISTA



# AVALIAÇÃO DOS ATRATIVOS CULTURAIS VISITADOS

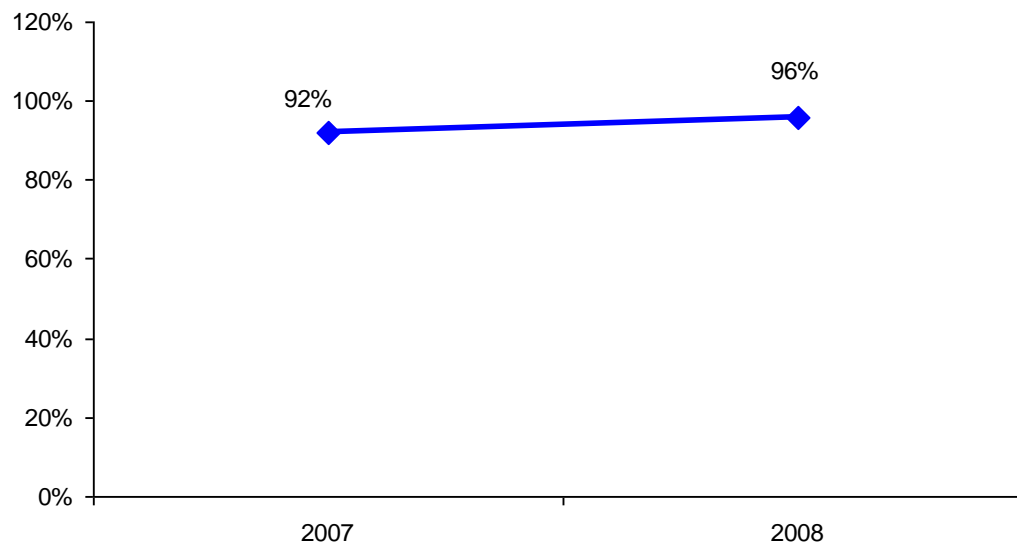
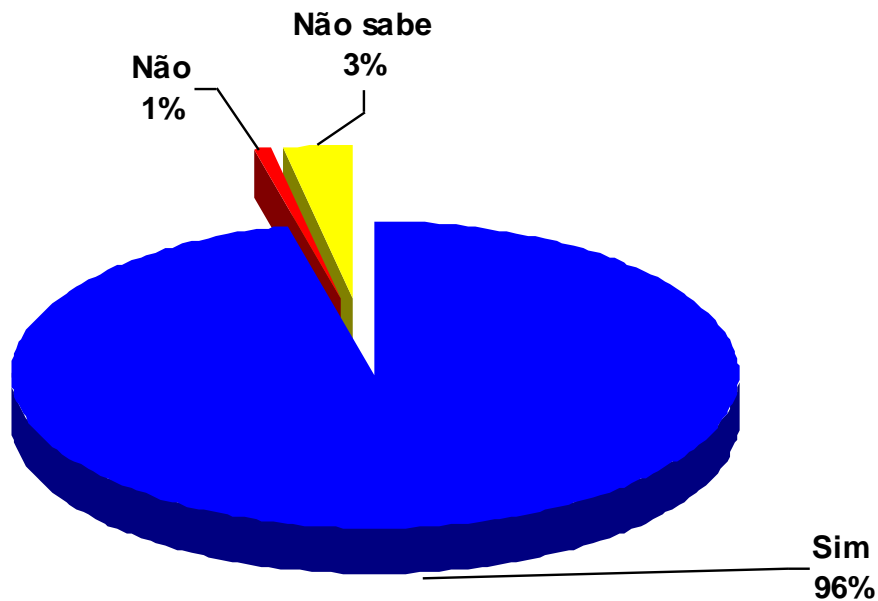


## NÚMERO DE ACOMPANHANTES

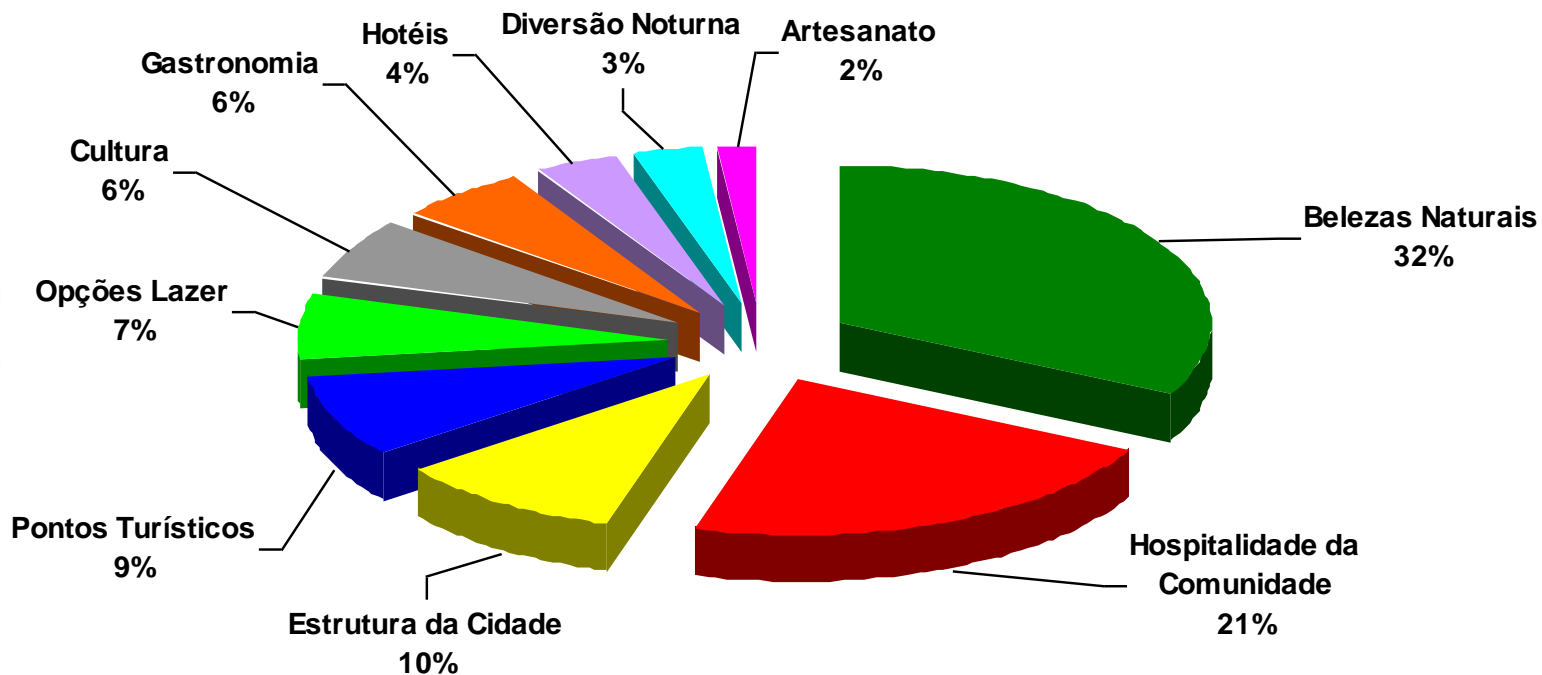


2008 – A média do número de acompanhantes correspondeu a 1,67.

# INTENÇÃO DE VOLTAR AO RECIFE



## ITENS QUE MAIS AGRADARARAM EM RECIFE



32% - Belezas Naturais  
21% Hospitalidade da comunidade  
10% Estrutura da Cidade

## NÚMEROS DO TURISMO DE EVENTOS EM 2008

NÚMEROS DE TURISTAS DE EVENTOS E  
ACOMPANHANTES – 144.477

DIÁRIAS GERADAS

650.146

INJEÇÃO NA ECONOMIA LOCAL –  
APROXIMADAMENTE R\$ 240 MILHÕES