



Pará

A obra-prima da Amazônia

Secretaria de
Estado de
Turismo

Secretaria Especial de
Desenvolvimento Econômico
e Incentivo à Produção



www.pa.gov.br

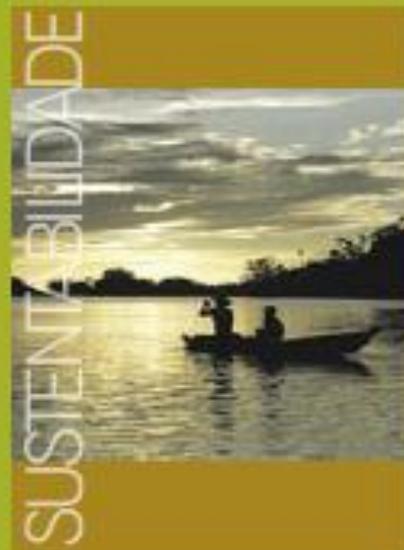
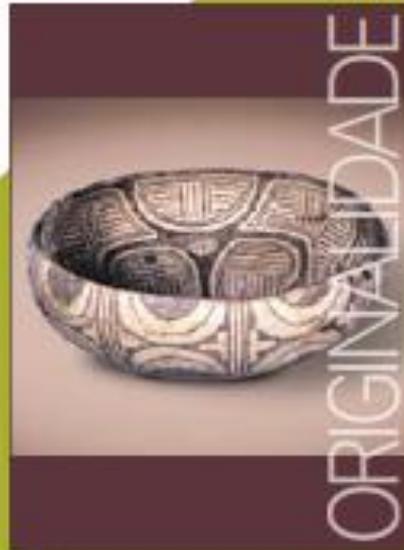
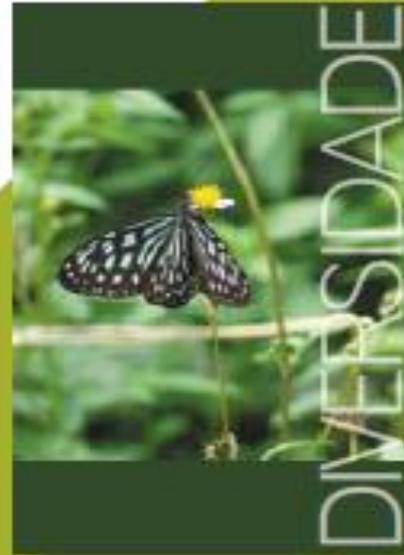
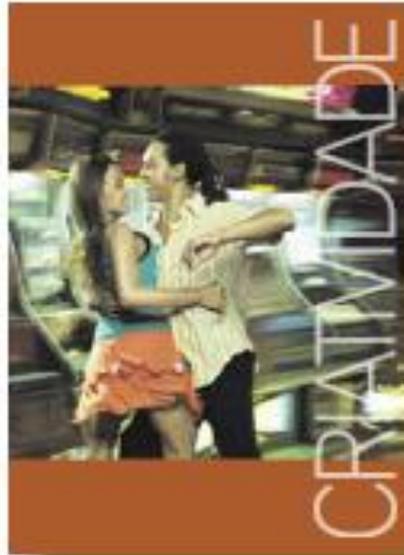
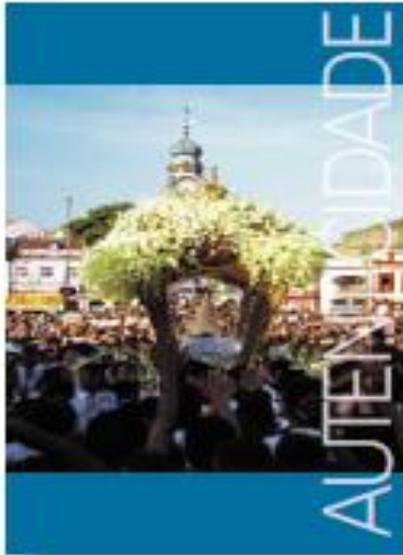
Japanese residents in Brazil and it's percentage distribution at some federal units – 1920/2000

Federation Units	Japanese residents in Brazil							
	1920	1940	1950	1960	1970	1980	1991	2000
Percentage distribution (%)								
Brasil (1)	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Pará	0,0	0,3	0,3	0,8	2,3	2,2	2,0	2,5
Minas Gerais	6,9	0,6	0,7	1,9	0,9	1,4	1,5	1,5
Rio de Janeiro	1,1	0,6	1,1	1,2	1,8	2,8	2,1	2,5
São Paulo	87,3	91,5	84,3	74,2	75,5	75,4	74,6	72,5
Paraná	2,5	5,6	11,9	18,1	13,6	11,3	11,6	11,3
Mato Grosso (2)	1,8	0,8	0,9	3,2	2,5	2,1	2,7	2,6

Fonte: IBGE. Censo Demográfico 1920/2000.

Para's japanese colony: the 4th largest in Brazil

Tourism in Pará has...



Authenticity

Creativity

Diversity

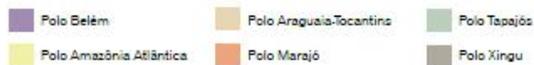
Originality

Sustainability

Touristic Regions



- Belém region
- Amazônia Atlântica region
- Araguaia-Tocantins region
- Marajó region
- Tapajós region
- Xingu region



Tourism in Pará has...

PRODUCTS GRID				
NATURE TOURISM	CULTURAL TOURISM	SUN AND BEACH	EVENT TOURISM	BUSINES TOURISM
Adventure	Living Culture	Water sports	Congresses	Shopping and services
River cruises	Traditional festivals	Laisure	River cruises	Urban entertainment
Ecotourism	Gastronomy	Islands	Incentives	
Leisure in nature	Historiacal heritage		Meetings	
Sport fishing	Religiousness			
Rural tourism	Ethnic Turismo			
	Cultural events			

**TOURISM OF EXPERIENCE – Japanese participation in Amazon sustainable development.
TOMÉ-AÇU – A japanese municipality**

Accessibility for Tourism

1 International airport

17 regionals airports (7 locals airports, 6 touristic airports, e 5 complementary airports)

International direct flights to EUA and Europe

20,000 km of navigable rivers

1 New riverport of passengers

5 maritime ports

4,300 km paved roads



International hotel groups



Why invest in Pará?



**Ministério
do Turismo**



Brazil's 65 inductors destinations

Dimensions of Competitiveness Index

General infrastructure

Access

Services and tourist facilities

Tourist attractions

Marketing and promotion of the Destination

Public policies

Regional cooperation

Monitoring

Local economy

Entrepreneurship

Social aspects

Environmental aspects

Cultural aspects

Nível 5: Entre 81 e 100 pontos

Level 5: between 81 and 100 points

Nível 4: Entre 61 e 80 pontos

Level 4 : between 61 and 80 points

Nível 3: Entre 41 e 60 pontos

Level 3 : between 41 and 60 points

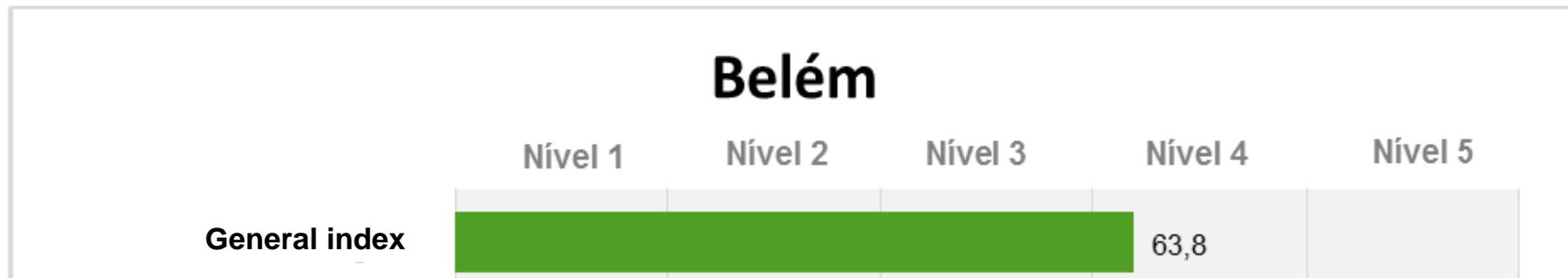
Nível 2: Entre 21 e 40 pontos

Level 2 : between 21 and 40 points

Nível 1: Entre 0 e 20 pontos

Level 1 : between 0 and 20 points

Index by dimension in descending order of performance



**Ministério
do Turismo**



Brazil's 65 inductors destinations

Dimensions of Competitiveness Index

General infrastructure

Access

Services and tourist facilities

Tourist attractions

Marketing and promotion of the Destination

Public policies

Regional cooperation

Monitoring

Local economy

Entrepreneurship

Social aspects

Environmental aspects

Cultural aspects

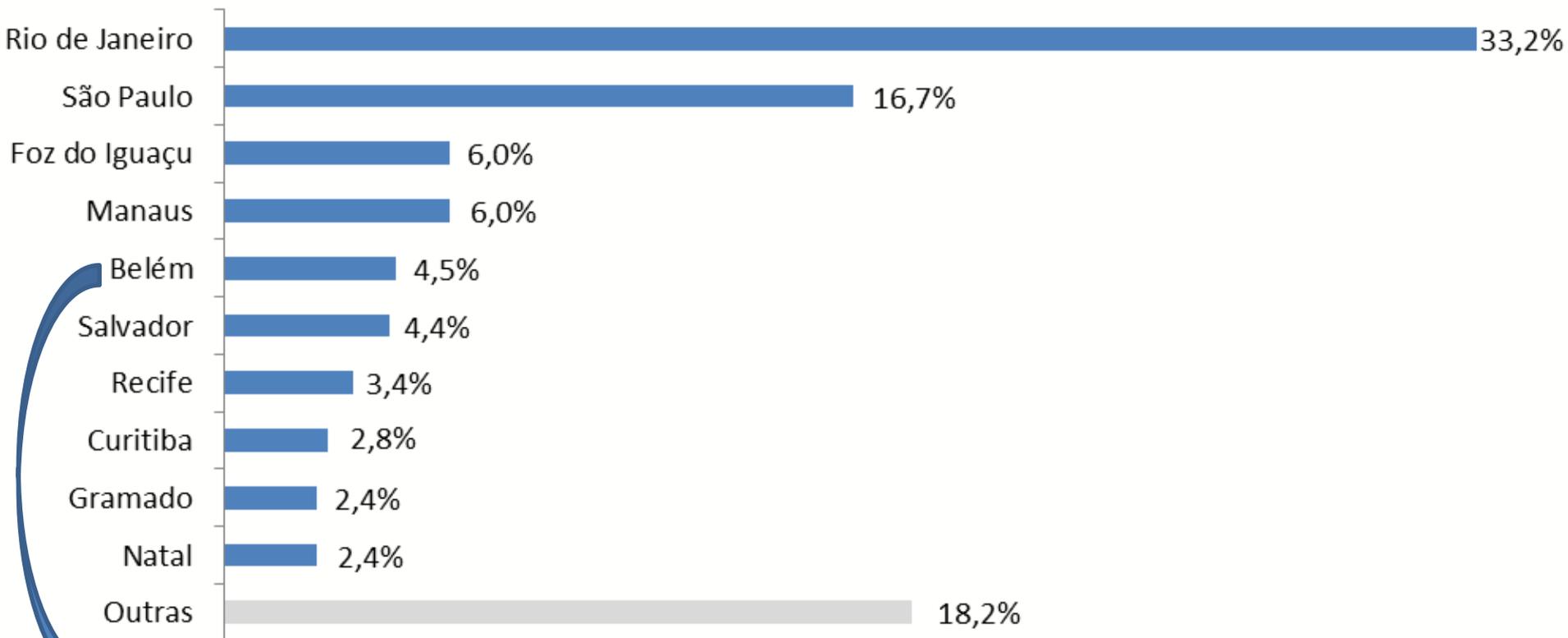
Tourist attraction index

Destination X Brazil: 2008 - 2014



ECONOMIC IMPACTS OF INTERNATIONAL EVENTS MADE IN BRAZIL RESEARCH

Most popular cities



HANGAR CONVENTION CENTER – Equipped with the latest trends of events sector

Projects and actions of the State

Ver-o-Pará Strategic Plan for Tourism - 9 programs, 45 projects and 124 strategic actions with horizon for 2020

Prodetur – 44 million (USD) investment in infrastructure at the poles Belém, Marajó and Tapajós (Federal Government and IBRD)

Tourist Route Belém-Bragança – Paving and tourist signig of the route and creation of tourist app "Vem pro Pará" (*Come to Pará*);
- Project for tourist train implantation (12km)

Tourism qualification programs – PEQTur (Professional) and QualiTur (entrepreneurial)

“Ver-os-Dados” Program – Production of studies and tourism indicators

Convention centers – At Marabá and Santarém

Pará tourism statistics

Source: Hotel Occupancy Bulletins, Tourism Demand research and Mtur

PARA STATETOURISM INDICATORS SYSTEM				
Market	2011	2012	2013	2014
Domestic tourists volume	713.234	800.248	895.478	984.131
International tourists volume	63 . 770	66 . 744	78 . 574	101.989
Tourists total	777 . 004	868 . 992	974 . 052	1.086.120
Total Revenue	R\$ 380 million	R\$ 445 million	R\$ 589 million	R\$ 653 million
Avarage stay	4,04 days	4,15 days	4,45 days	4,46 days
Avarege spending	R\$ 121,00	R\$ 125,00	R\$ 136,00	R\$ 136,50
Hotel occupancy rate	64,20%	67,30%	67,90%	68,10%
Jobs created	93 . 070	99 . 305	110 . 000	115 . 000

Pará tourism statistics

PARA NUMBER OF TOURISTS – 2013/2014			
Origin	Tourists in 2013	Tourists in 2014	Variation
National	895.478	984.131	9,9%
International	78.574	101.989	29,7%
TOTAL	974.052	1.086.120	11,5%

→ 2014 meta overcoming in 1,2%

Pará tourism statistics

REVENUE GENERATED BY TOURISTS IN PARÁ – 2013/2014			
Origin	Revenue in 2013 (R\$)	Revenue in 2014 (R\$)	Variation
National	543.833.640,00	650.794.769,00	19,7%
International	45.778.666,00	60.456.344,00	32,1%
TOTAL	589.612.306,00	711.251.113,00	20,6%

→ 2014 meta overcoming in 8,9%



Pará

A obra-prima da Amazônia

Adenauer Góes

Tourism State Secretariat of Pará

+55(91) 3110.5024

adenaueretur@gmail.com