

The background features a scenic view of Rio de Janeiro, including the Christ the Redeemer statue, the bay, and the city skyline. Overlaid on this are several large, colorful, wavy shapes in shades of blue, green, yellow, and orange, which partially obscure the landscape. A white speech bubble is positioned on the right side of the image.

*OLYMPIC AND
PARALYMPIC GAMES*

Rio 2016

AN OVERVIEW OF **TOURISM** PLANNING

Presentation

1. Inside the numbers of the 2016 Rio Summer Olympics and Paralympics
2. Tourism planning for Rio 2016
3. Tourism actions for Rio 2016
 - 3.1. The Torch Relay
 - 3.2. Visa waiver
 - 3.3. Tourism signage
 - 3.4. Qualification
 - 3.5. Promotion
 - 3.6. Responsible Tourism
4. Results







The Rio 2016 Olympic and Paralympic Games mark the 31st edition of the event, and the first to be held in South America.



Inside the numbers of the 2016 Rio Summer Olympics



Barra Region



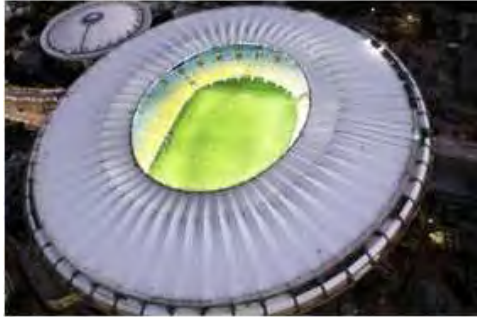
Copacabana Region



Deodoro Region



Maracanã Region

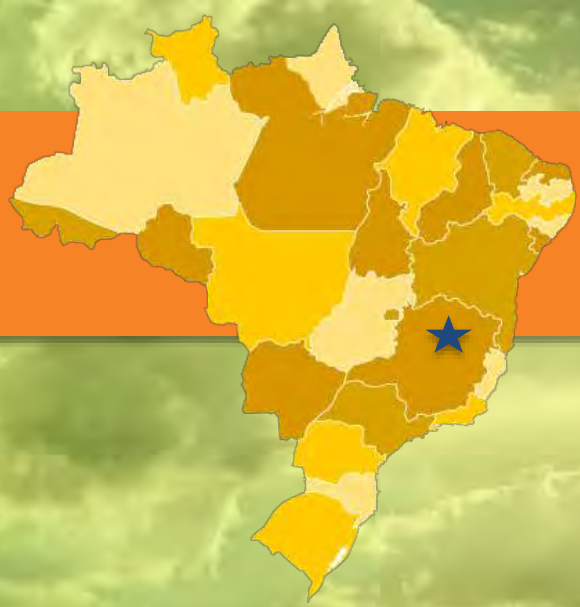


Meet the five football host cities



José Zamith/copa2014.gov.br





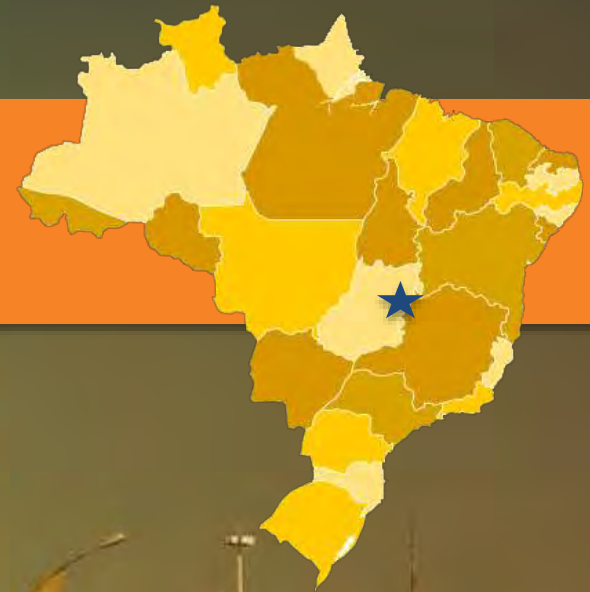
Belo Horizonte/MG

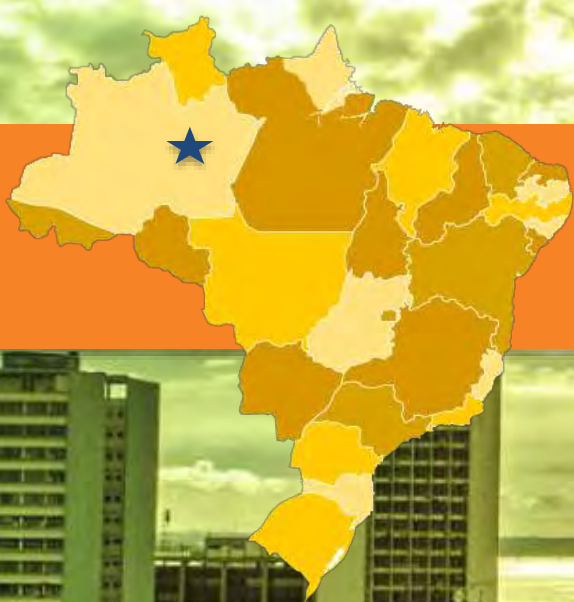


Embratur



Brasilia/DF





Manaus/AM

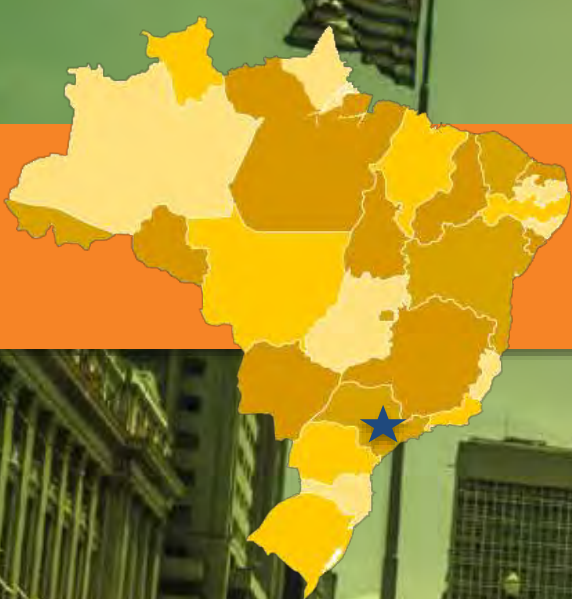


Embratur



Salvador/BA





Sao Paulo/SP



Embratur



Olympic numbers

Held from 5 to 21 August



206 countries
The refugee Olympic Team sent a message of hope to the world



42 sports, including rugby and golf as new additions



6.1 million tickets
5 billion spectators



11.303 athletes
91 Olympic records
27 world records



32 competition venues in four locations in Rio de Janeiro



35.000 volunteers from 161 countries

Paralympic numbers

Held from 7 to 18 September



General city numbers

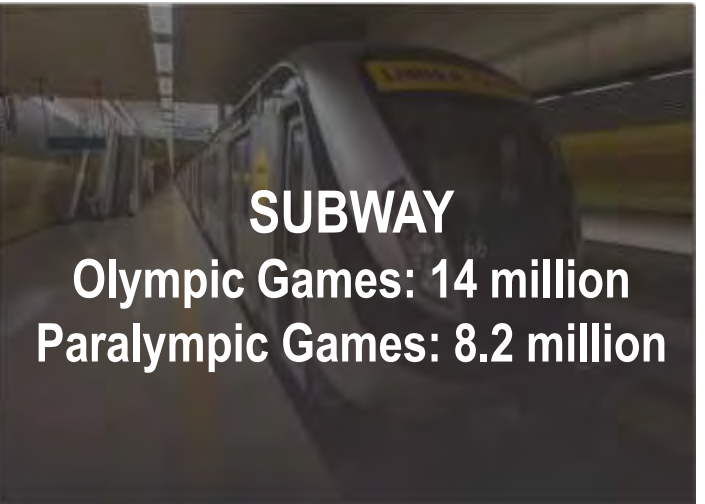
Held to 5 August to 18 September



Public Transportation



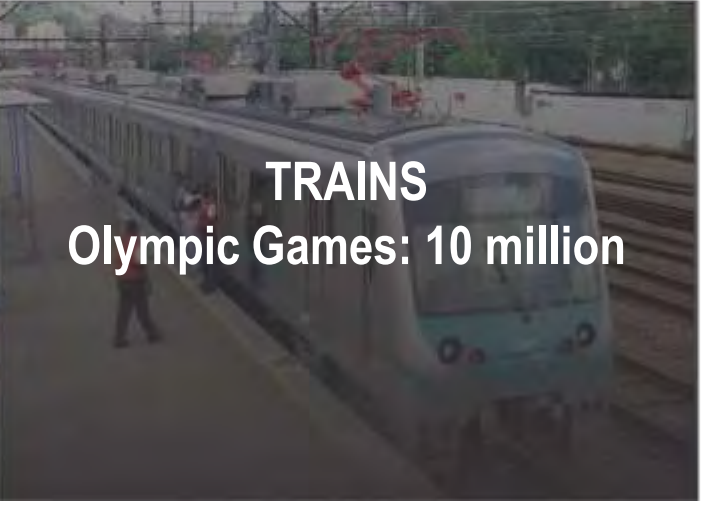
VLT
Olympic Games: 756.173
Paralympic Games: 347.102



SUBWAY
Olympic Games: 14 million
Paralympic Games: 8.2 million



BRT
Olympic Games: 11.7 million
Paralympic Games: 8.1 million



TRAINS
Olympic Games: 10 million



FERRY BOAT
Olympic and Paralympic Games: 816.000





Rio 2016 rewrote the **record** books





Half the world **watched** the
Olympic Games Rio 2016





Athletes from **206** National Olympic Committees took part in the Games





The **Refugee Olympic Team**
sent a message of **hope** to the world





The most **inclusive** and **global** Games yet



A young boy with short dark hair, wearing a white shirt and a colorful tie with blue, orange, and green patterns, is shown in profile. He is holding a large gold medal to his mouth. The medal has a green ribbon with the text 'Rio 2016' on it. The background is a blurred stadium filled with spectators. In the top left corner, there is a graphic element consisting of a blue circle and a green shape.

Medallists from **87** different countries





Nine countries won **gold** for the first time





A record-breaking **45%** of participants were **women**





101 Medallists who might never have been





More TV coverage and more Digital coverage available than ever before





Coverage viewed online was over **double** London 2012





Over **seven billion** video views of official content on **social media** platforms





The city of Rio changed for the **better**





Deprived areas of the city
regenerated and **reborn**





A new **modernised** transport network,
making **millions** of lives **easier**





Handball venue to be converted into **four** schools





State-of-the-art sports facilities for
elite and **grassroots** athletes





Securing the **future** of Olympic sport in Brazil





These were **marvellous** Games in the **marvellous** City



Tourism planning for Rio 2016

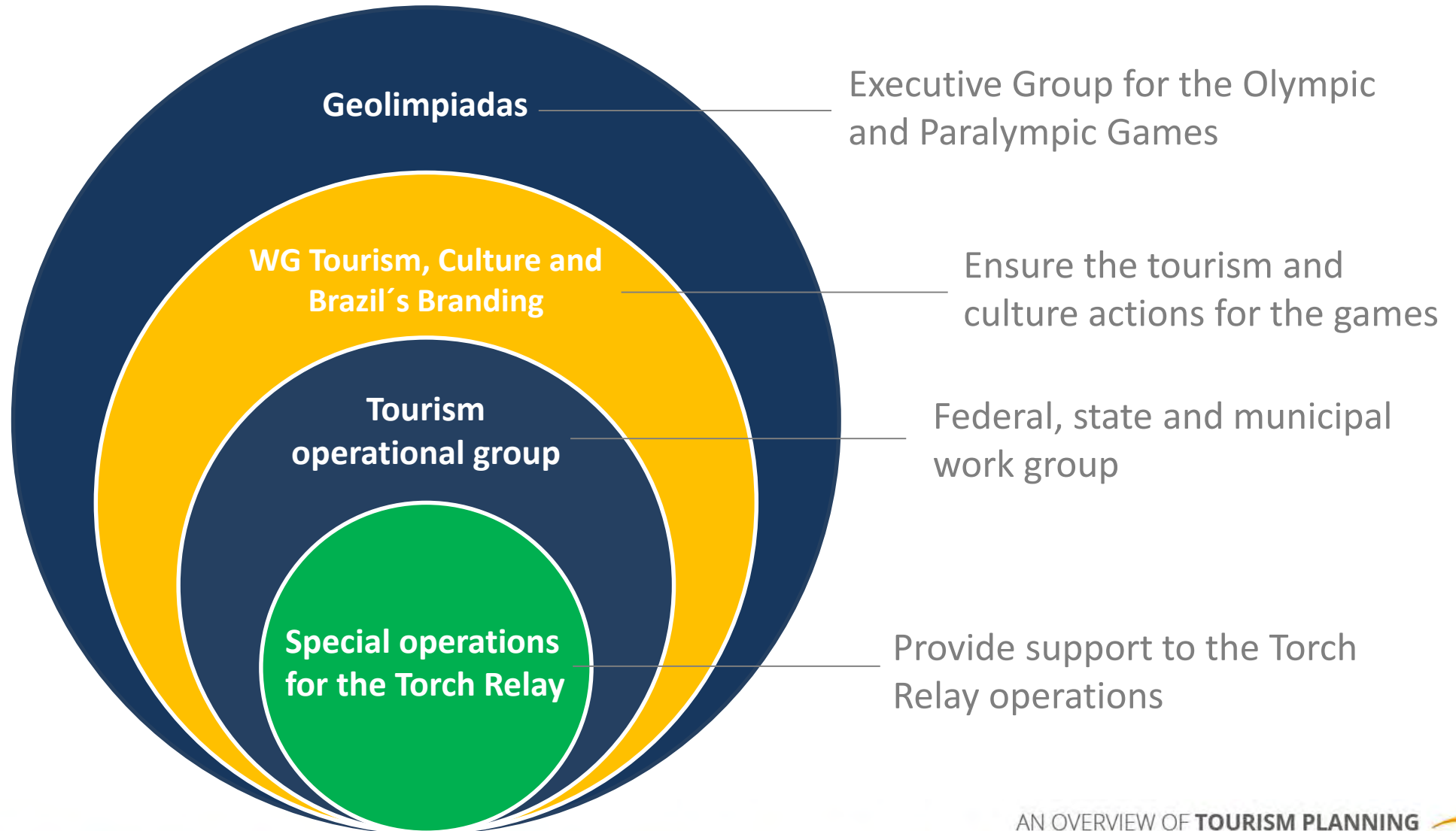
MINISTRY OF
TOURISM



AN OVERVIEW OF **TOURISM PLANNING**



Tourism planning for **Rio 2016**





Tourism actions for **Rio 2016**

The Torch Relay



Movement, innovation and Brazilian flavor form the essence of the torch, whose design aims to reflect the meeting of the Olympic flame with the human warmth of the people of Brazil.

The upper part of the torch is made of several segments, which open and expand vertically when the flame is passed from one torch to the next. These segments, with their floating effect, represent the athletes' effort.

The body of the torch where each runner holds it has a texture made of small triangles, as an allusion to the three Olympic values of excellence, friendship and respect.





Tourism actions for **Rio 2016**

The Torch Relay



When they open, they reveal elements representing diversity, energy and the country's exuberant natural landscape with, from top to bottom and in the colors of the Brazilian flag:

The sky and its golden sun

The mountains and their green curves

The blue sea and its fluid ripples

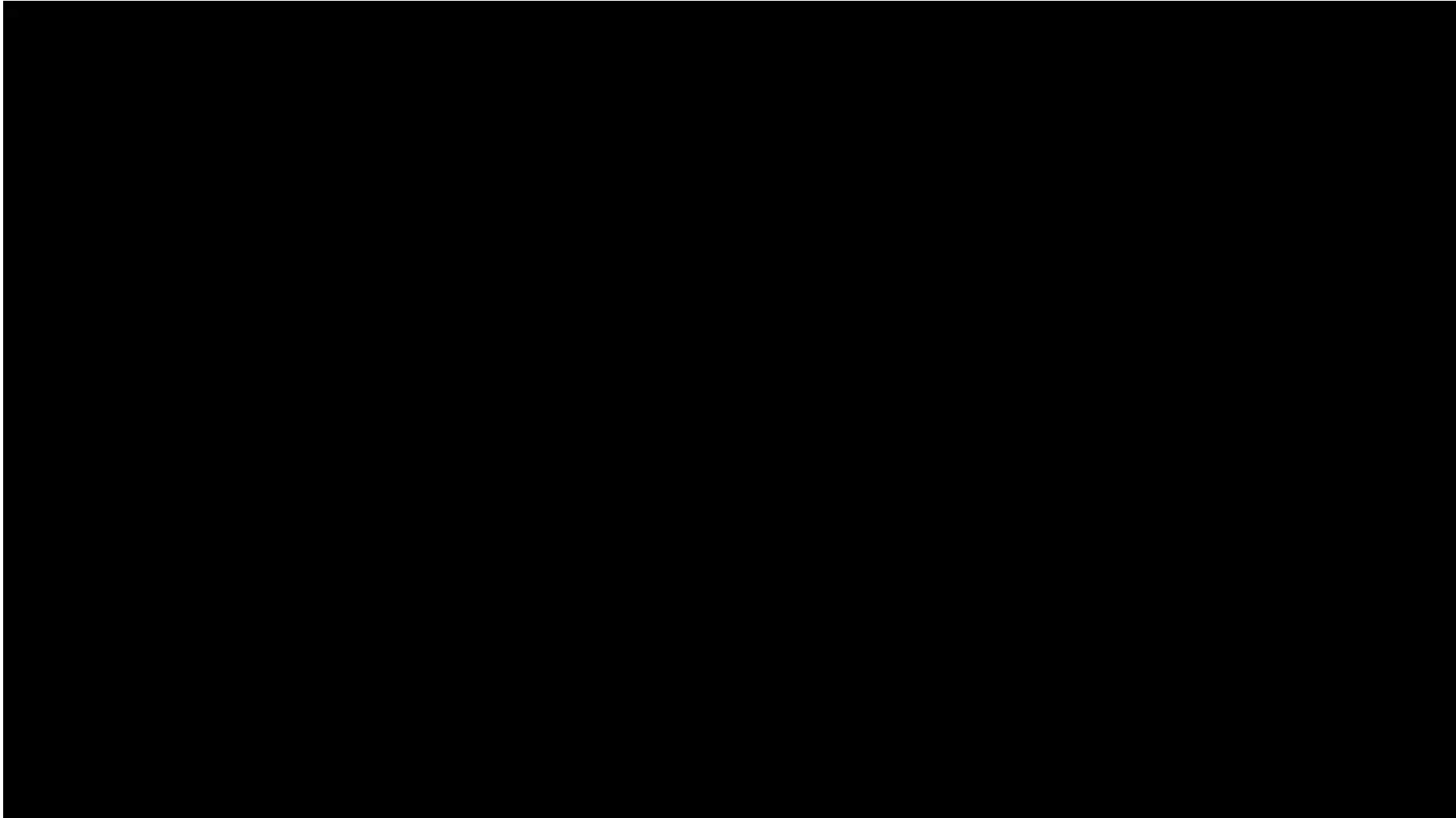
The ground, with a pattern like that of the famous Copacabana promenade mosaics



Tourism actions for **Rio 2016**

The Torch Relay

MINISTRY OF
TOURISM



Tourism actions for Rio 2016

The Torch Relay

MINISTRY OF
TOURISM



Amazon



Lençóis Maranhenses



Porto de Galinhas



Fernando de Noronha



Iguassu Falls



Chapada Diamantina

AN OVERVIEW OF **TOURISM PLANNING**



Tourism actions for Rio 2016

The Torch Relay



Political involvement

Between July and December 2015 preparatory meetings were held in all 27 States in the country, with the participation of the Minister of Tourism, Minister of Sport, Governors and Mayors



Tourism actions for Rio 2016

The Torch Relay

Security strategy

During the preparatory meetings the security strategy was defined involving the Federal Police, Brazilian Intelligence Agency and Ministry of Defence in partnership with the States and Municipalities security forces



Tourism actions for Rio 2016

The Torch Relay



Tourism and Culture

During the preparatory meetings, tourism and culture agents from federal government in partnership with States and municipalities defined a strategy to give visibility to the tourist attractions and local culture, as well as seize the opportunity to promote the Brazilian tourist destinations



Tourism actions for Rio 2016

The Torch Relay



Ministério do Turismo

A TOCHA OLÍMPICA VAI VIAJAR PELO BRASIL

MTUR Ministério do Turismo

350 mil pessoas curtiram isso

Publicação Foto/Video

#Festa1Ano para os Jogos Olímpicos Rio 2016! A tocha vai viajar pelo Brasil levando o espírito olímpico a todo o país até chegar à cidade maravilhosa! Prepare-se para compartilhar suas fotos da grande festa usando a hashtag #PartiuBrasil

A TOCHA OLÍMPICA VAI VIAJAR PELO BRASIL

Filtros

Aproximadamente 15.200 resultados

Ministério do Turismo

por Ministério do Turismo

Ativo 6 dias atrás • 937 vídeos

Canal oficial do Ministério do Turismo no YouTube.

CANAL Inscrever-se 2.840

Clipe Destinos do Brasil (Ministério do Turismo)

por TV Kosmopolita

4 anos atrás • 7.278 visualizações

VT Publicitário para o Ministério do Turismo do Brasil mostrando as belezas naturais e incentivando o turismo nesse nosso ...

1:01

Minas Gerais - Ministério do Turismo

por DMinasTurismo

5 anos atrás • 11.806 visualizações

Minas Gerais é tudo de bom. Conheça Minas! www.dminasturismo.com.br.

1:51

Ministério do Turismo de Israel

por MarcusRobaina

3 anos atrás • 6.283 visualizações

Ministério do Turismo de Israel.

8:09

#HangoutMTur | A importância da informação de qualidade para a experiência turística

por Ministério do Turismo

8 meses atrás • 764 visualizações

O Ministério do Turismo promoveu, no dia 25 de novembro, hangout sobre "A importância da informação de qualidade para a ..."

1:08:29

HD



Tourism actions for Rio 2016

The Torch Relay



MINISTRY OF
TOURISM



ANO OLÍMPICO PARA O TURISMO

DIMENSÃO DO EVENTO

- ✓ 42 esportes
- ✓ 205 países
- ✓ 25 mil profissionais de mídia
- ✓ 70 mil voluntários

OPORTUNIDADE PARA O PAÍS

- ✓ Embora concentrados no Rio de Janeiro, a Olimpíada é uma oportunidade para todo o país.
- ✓ Pesquisa aponta que **65% dos visitantes estrangeiros** que vieram ao país para a Copa têm a intenção de retornar na Olimpíada.
- ✓ Os Jogos Olímpicos e Paralímpicos são **um marco no turismo brasileiro**, o ápice do calendário de megaeventos que o Brasil assumiu o desafio de sediar.
- ✓ De 2012 para cá, realizamos três etapas da Fórmula 1, Rio+20, Jornada Mundial da Juventude, Copa das Confederações e a Copa do Mundo.
- ✓ Legado Inegável para o Brasil: avançamos 23 posições no relatório de competitividade do Fórum Econômico Mundial e hoje o país ocupa a **28ª posição em um ranking de 141 países**.



● Capitais
● Maiores cidades
- - - - - Rota pela estrada
- - - - - Rota pelo ar

Ministério do Turismo
GOVERNO FEDERAL
BRASIL
PÁTRIA EDUCADORA

ANO OLÍMPICO PARA O DISTRITO FEDERAL

✓ A partir de maio de 2016, o fogo olímpico começa a percorrer os 26 estados e o Distrito Federal, passando por cerca de 300 cidades.

✓ O tour da tocha começa em **Brasília**.

✓ **Brasília** está entre as seis capitais que vão **sediar as partidas de futebol dos Jogos Olímpicos**. Será mais uma oportunidade para **promover o destino** aos turistas brasileiros e estrangeiros.

✓ Desde 2003, o Ministério do Turismo destinou mais de **R\$ 4 milhões em obras de infraestrutura turística** no Distrito Federal.

✓ Pesquisa realizada com turistas que estiveram em Brasília para a Copa do Mundo revelou que **97,6% dos visitantes aprovaram a limpeza pública da cidade**, **90,4% avaliaram positivamente a infraestrutura do aeroporto** e **95,1%**, a gastronomia.

✓ Mais de **96% dos turistas entrevistados em Brasília** revelaram a intenção de voltar ao Brasil.

✓ Em 2014, mais de **100 mil estrangeiros** entraram no país por Brasília, um **crescimento de 35% em relação ao ano anterior**.

✓ **Brasília** está entre as **cinco cidades mais visitadas por brasileiros** no Brasil, além de ser um dos **destinos mais procurados pelos turistas estrangeiros**, de acordo com pesquisas do Ministério do Turismo.



Ministério do Turismo
GOVERNO FEDERAL
BRASIL
PÁTRIA EDUCADORA



Tourism actions for Rio 2016

The Torch Relay



The importance of planning in communication

Step 1: What?

Step 2: Who?

Step 3: How?

Suggestions for special actions

Spokesperson's Guide



Tourism actions for Rio 2016

The Torch Relay



Financing of musical performances

The Ministry of Tourism has hired artists to perform concerts in the cities of the torch relay



Tourism actions for Rio 2016

Visa Waiver

Countries benefitting from this measure: Australia, Canada, the United States and Japan

Purpose of the measure: To facilitate the entry into Brazil of tourists from these four countries, who will be exempted from tourist visa to travel to the country.

Term of the measure: The measure will be valid only for trips that take place exclusively in the period between June 1st and September 18th, 2016



Tourism actions for Rio 2016

Visa Waiver

Results

40.000 international tourists benefited

Economic impact estimated at US\$ 48.5 million

83% of international tourist have claimed that the visa waiver would facilitate his return to Brazil



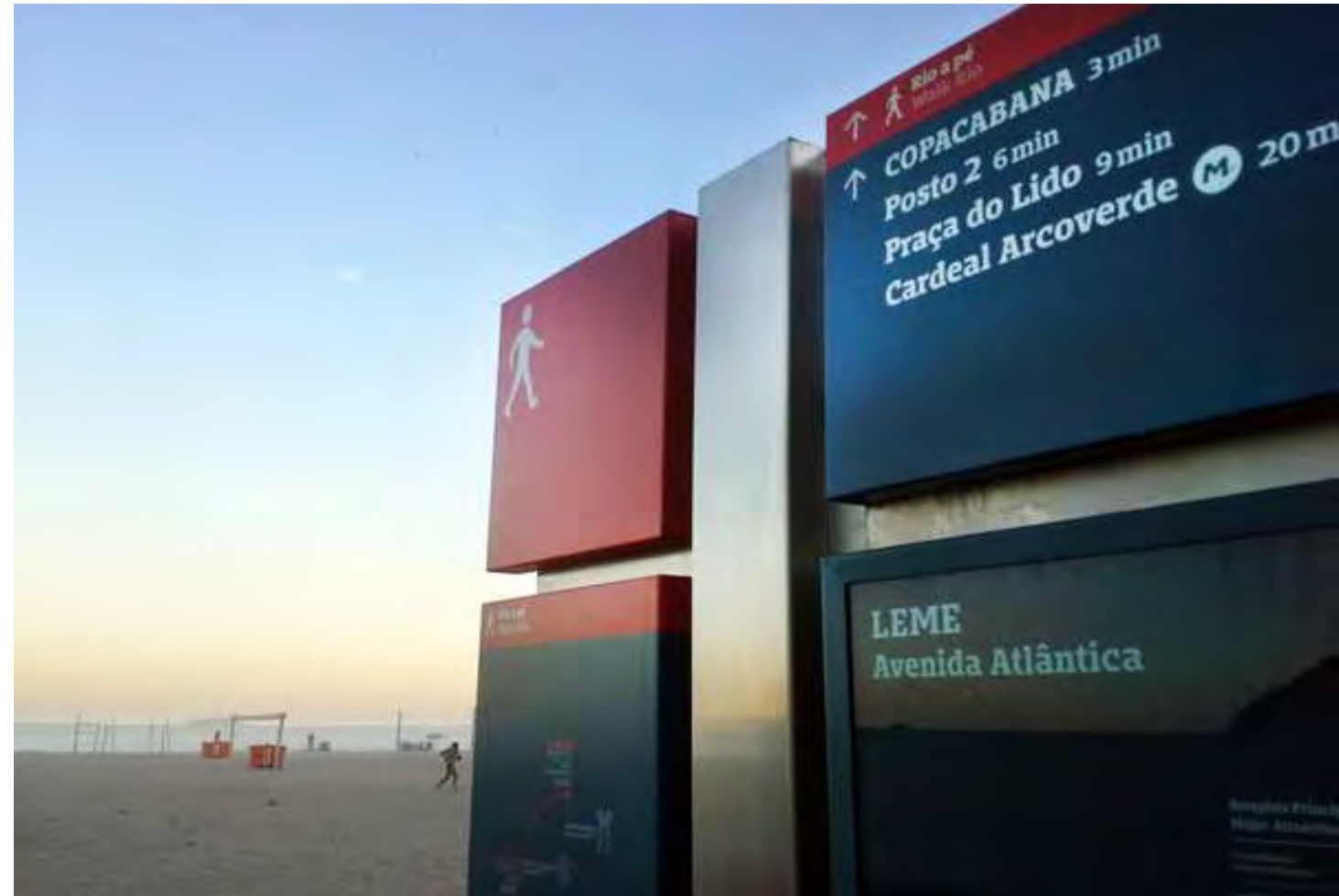
Tourism actions for Rio 2016

Tourism Signage



Inspired by the cities of London, NYC and Vancouver, which use an easy-to-use signage system that presents information in a range of ways, including maps and directional information, to help people find their way.

Ministry of Tourism investment:
US\$ 5 million



Tourism actions for Rio 2016

Qualification



“Open Arms Platform”

It is an online qualification program to the Olympic and Paralympic Games

This program contains units that are relevant to different areas of tourism as hotel and hostel attendant, food safety, child and teenagers abuse prevention and languages skills

Partnership with the Secretary of Tourism from Rio de Janeiro.

More than 9.000 professionals qualified

Ministry of Tourism investment: US\$ 2 million



Tourism actions for **Rio 2016**

Promotion



Embratur – National Tourist Office

Is an agency under the Brazilian Ministry of Tourism belongs. It focuses on the international promotion and marketing of specific destinations, tourist services and products in Brazil.



Tourism actions for Rio 2016

Promotion



Participation in trade fairs

Promotion of Brazilian destinations and products, insertion of new destinations in catalogs of the operators besides generation of direct business. Example: JATA  FITUR  ITB  WTM 

Marketing campaign

The advertising campaign to promote tourism and the Rio 2016 Olympic Games invited the national and international tourists to feel the sensations and emotions that can only be experienced in Brazil



Tourism actions for Rio 2016

Promotion



Monitoring the social media performance

Development of a panel that presented a monitoring vision of what happened during the Rio 2016 Olympic Games around the world: posts with greater interaction in each social media and a heat map of the main sites where the contents on the Olympic Games in Brazil are.

RESULTADOS DE 24.08.2016 (dados atualizados em tempo real)

Posts mais populares (atletas):

- Facebook – **Usain Bolt** – Congrats to Brasil football team on winning gold #Rio2016 (644,937 interações)
- Twitter – **Usain Bolt** – Congrats to Brasil football team on winning gold #Rio2016 @neymarjr (116,731 interações)
- Instagram – **Usain Bolt** – Congrats to Brasil football team on winning gold @neymarjr #Rio2016 (603,401 interações)

Interações por país

1. **Estados Unidos** – 20,869,277 (Instagram: 7,953,926, Twitter: 2,993,097, Facebook: 9,922,254)
2. **Grã-Bretanha** – 13 945 336 (Instagram: 2,293,115, Twitter: 1,304,631, Facebook: 10,347,590)
3. **Brasil** – 4,612,792 (Instagram: 1,770,872, Twitter: 317,552, Facebook: 2,524,368)
4. **Canada** – 4,519,677 (Instagram: 1,946,390, Twitter: 326,599, Facebook: 2,246,688)
5. **Espanha** – 3,384, 119 (Instagram: 43,142, Twitter: 291,662, Facebook: 3,049,313)



Promotional stuff

Production of promotional material for distribution to the press, authorities, athletes and tourists during games



Tourism actions for Rio 2016

Promotion

MINISTRY OF
TOURISM



MINISTÉRIO DO
TURISMO

MINISTÉRIO DO
ESPORTE

MINISTÉRIO DA
SAÚDE

MINISTÉRIO DA
CULTURA

MINISTÉRIO DA
EDUCAÇÃO

MINISTÉRIO DAS
RELAÇÕES EXTERIORES

CASA
CIVIL



Casa Brasil

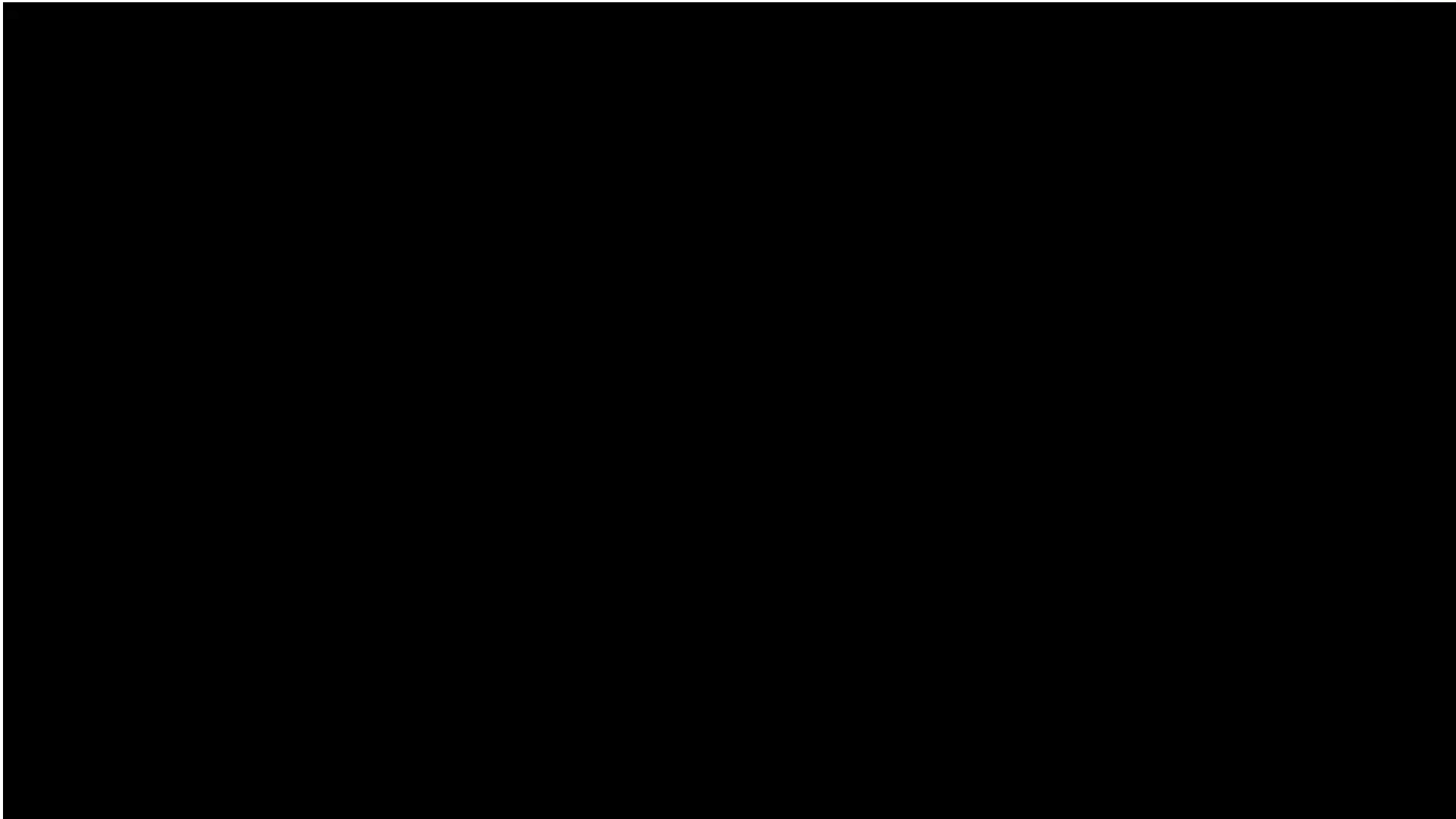
Designed to showcase the country at the Rio 2016 Olympic and Paralympic Games, Casa Brasil brings together culture, tourism, sport, business and much more in just the one place.

Location: The Olympic Boulevard



Tourism actions for Rio 2016

Promotion



Tourism actions for Rio 2016

Promotion



Inside the Casa Brasil numbers

August 4th to September 18th
More than 500.000 visitors

Concept created by several areas of government such as tourism, culture, sports and business affairs

Others Boulevard attractions:



Tourism actions for Rio 2016

Promotion

Inside the Casa Brasil numbers

Federal investment: US\$ 7.0 million

Project creation: Ministry of Tourism

Coordination: Staff of the Presidency of the Republic

Share cost:

Ministry of Tourism: US\$ 1.0 million

Ministry of Culture: US\$ 1.0 million

Ministry of Sports: US\$ 1.0 million

Ministry of Health: US\$ 1.0 million

APEX Brasil: US\$ 3.0 million



Sponsorship of some Stage Design Areas: State Government Agencies



Tourism actions for Rio 2016

Promotion



Inside the Casa Brasil numbers

Stage Design Areas

Assistive Health Technology Area



Tourism actions for Rio 2016

Promotion

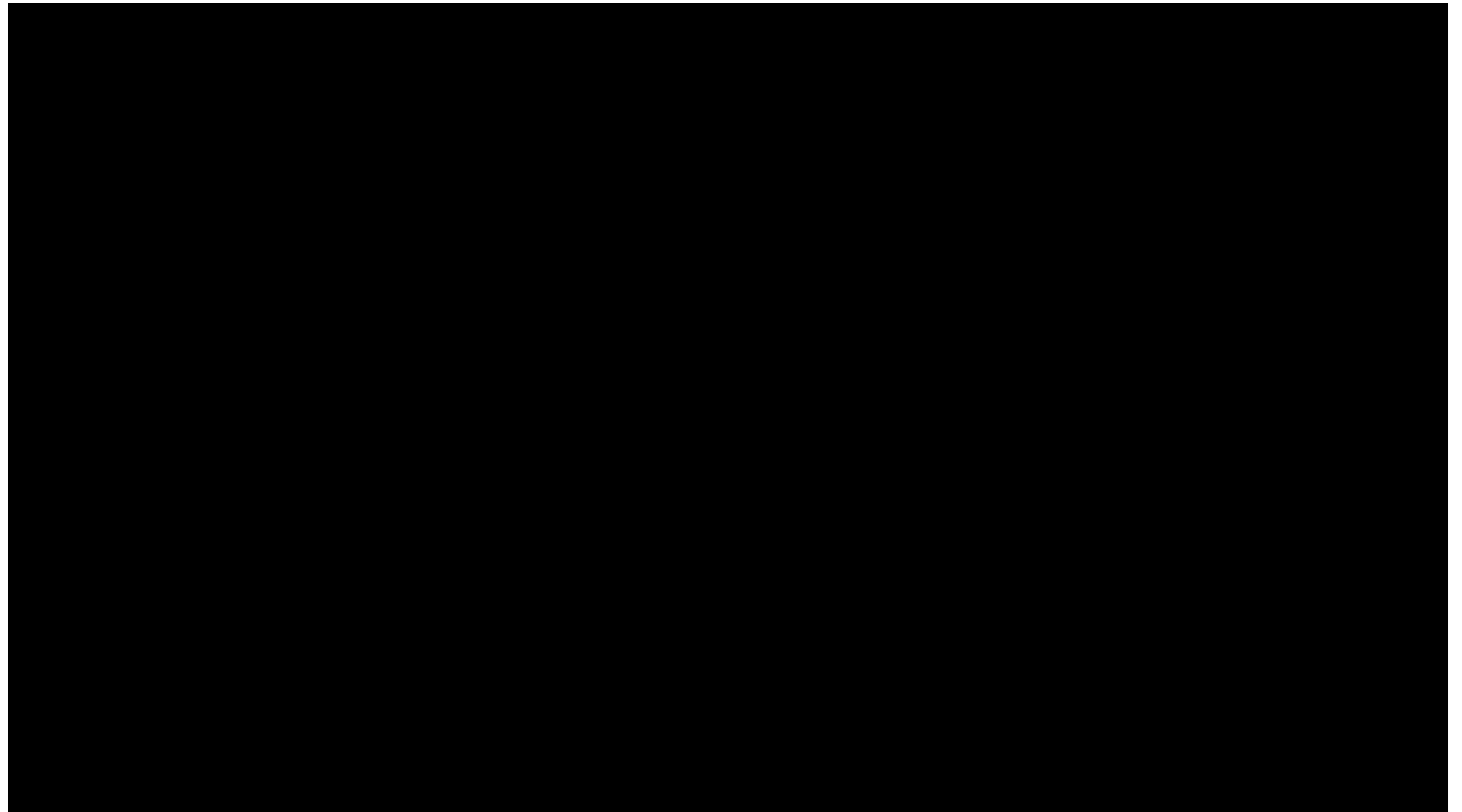
MINISTRY OF
TOURISM



Inside the Casa Brasil numbers

Stage Design Areas

Art of Coffee Area



Tourism actions for Rio 2016

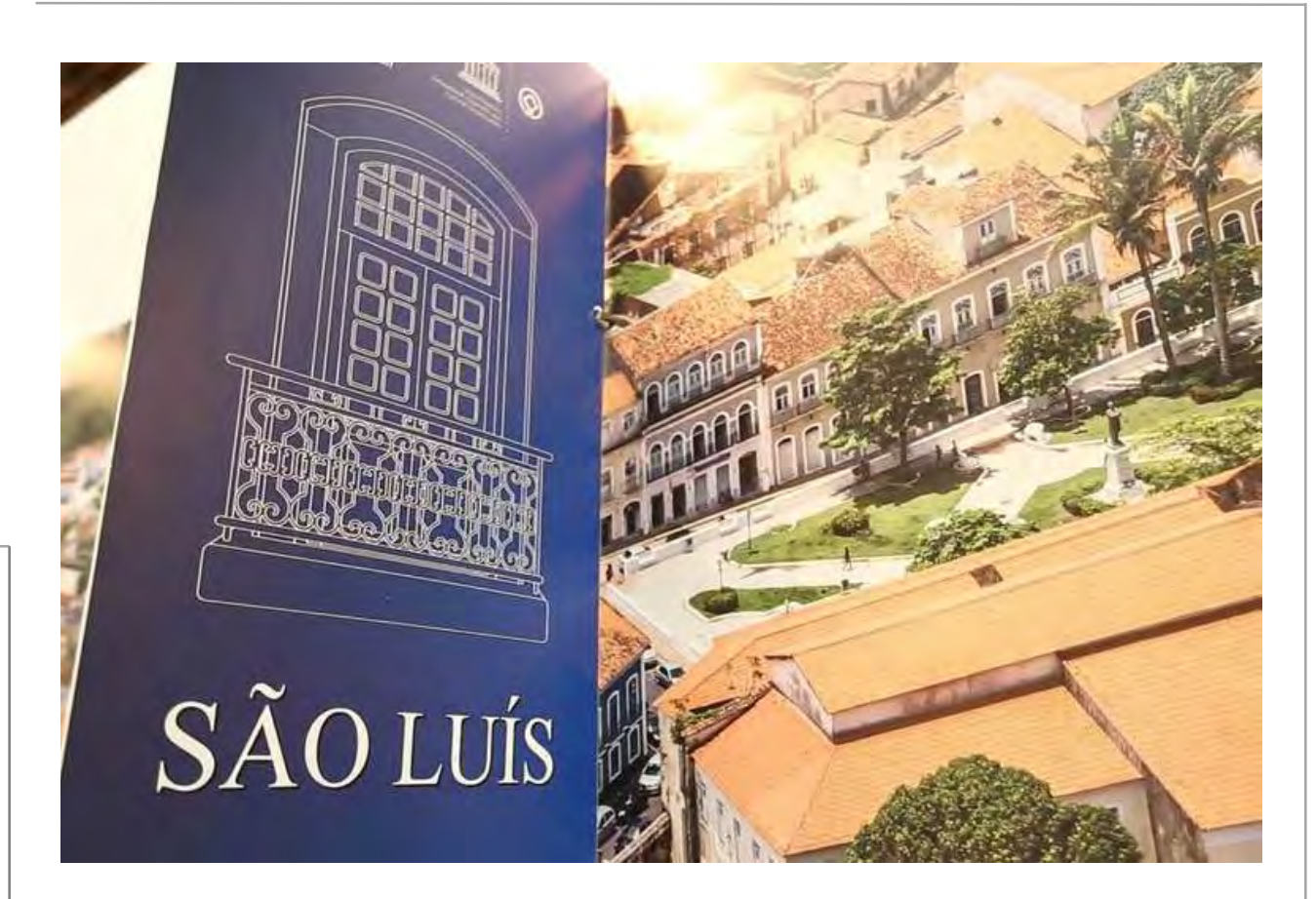
Promotion



Inside the Casa Brasil numbers

Stage Design Areas

Exhibition on Brazil's Historical and Cultural Heritage



Tourism actions for Rio 2016

Promotion



Inside the Casa Brasil numbers

Stage Design Areas

Percussion lessons



Tourism actions for Rio 2016

Promotion



Inside the Casa Brasil numbers

Stage Design Areas

Brazil's Intangible Heritage



Tourism actions for Rio 2016

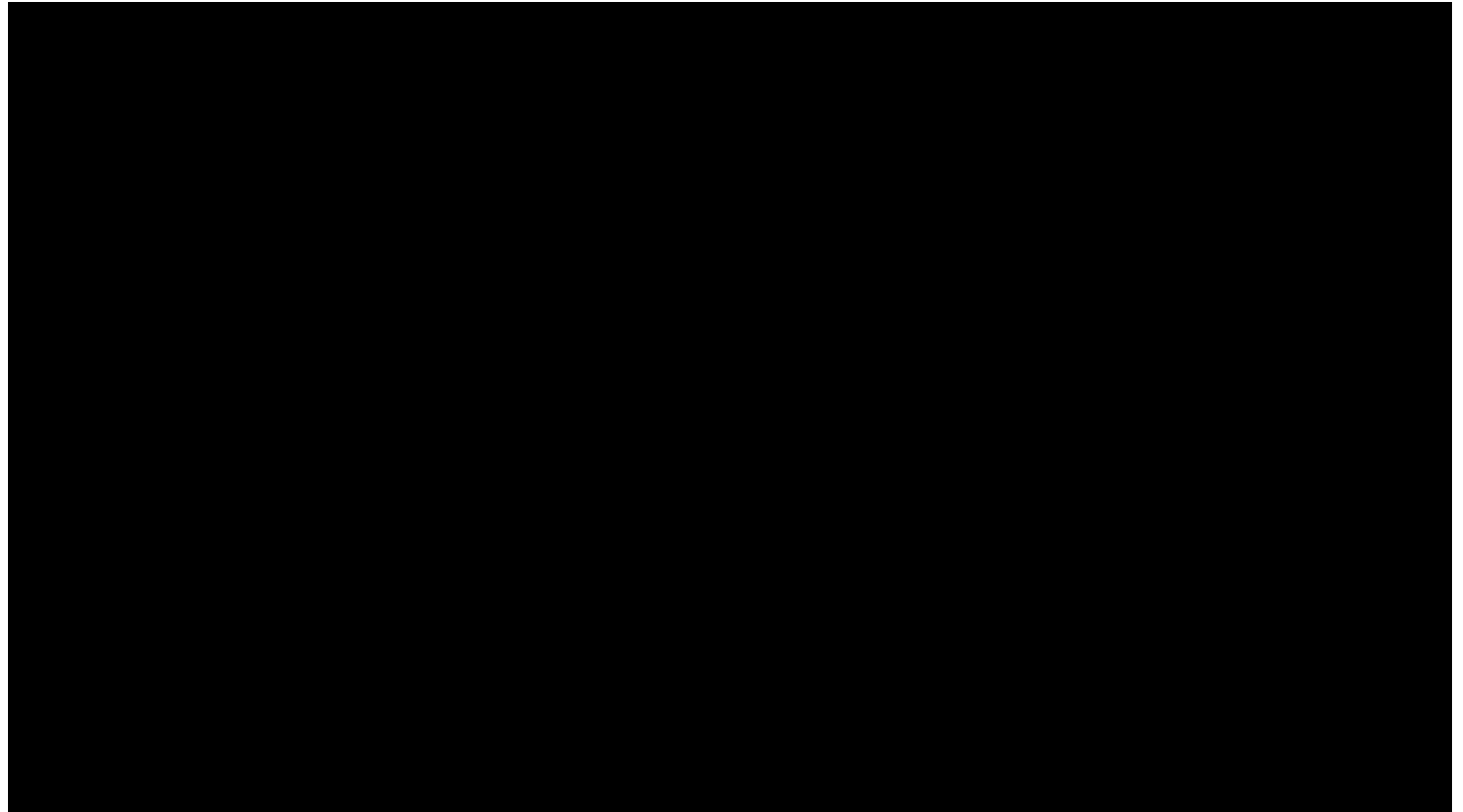
Promotion



Inside the Casa Brasil numbers

Stage Design Areas

Tourist destinations exhibition



Tourism actions for Rio 2016

Promotion



Inside the Casa Brasil numbers

Satisfaction survey – Casa Brasil

96.76% answered that the Casa Brasil was **excellent**

99,68% answered that Casa Brasil helps to promote the **tourism and culture**

40% answered they had visited **other thematic houses**

96.77% answered that Casa Brasil was **better than the others**

*“The **Presidency of the Republic** stated that this was the most important project of the federal government in the Olympic and Paralympic Games”*



Tourism actions for Rio 2016

Responsible Tourism

MINISTRY OF
TOURISM



Accessible Tourism Program



Accessible Tourism Program comprises a set of actions to promote social inclusion and access for people with disability or with reduced mobility to tourist activity, in order to allow the services, buildings and tourist facilities scope and use, with security and autonomy.

- I. Studies and researches
- II. Tourist informations
- III. Tourist services
- IV. Tourist infrastructure
- V. Commercialization support and promotion
- VI. Tourism labour market



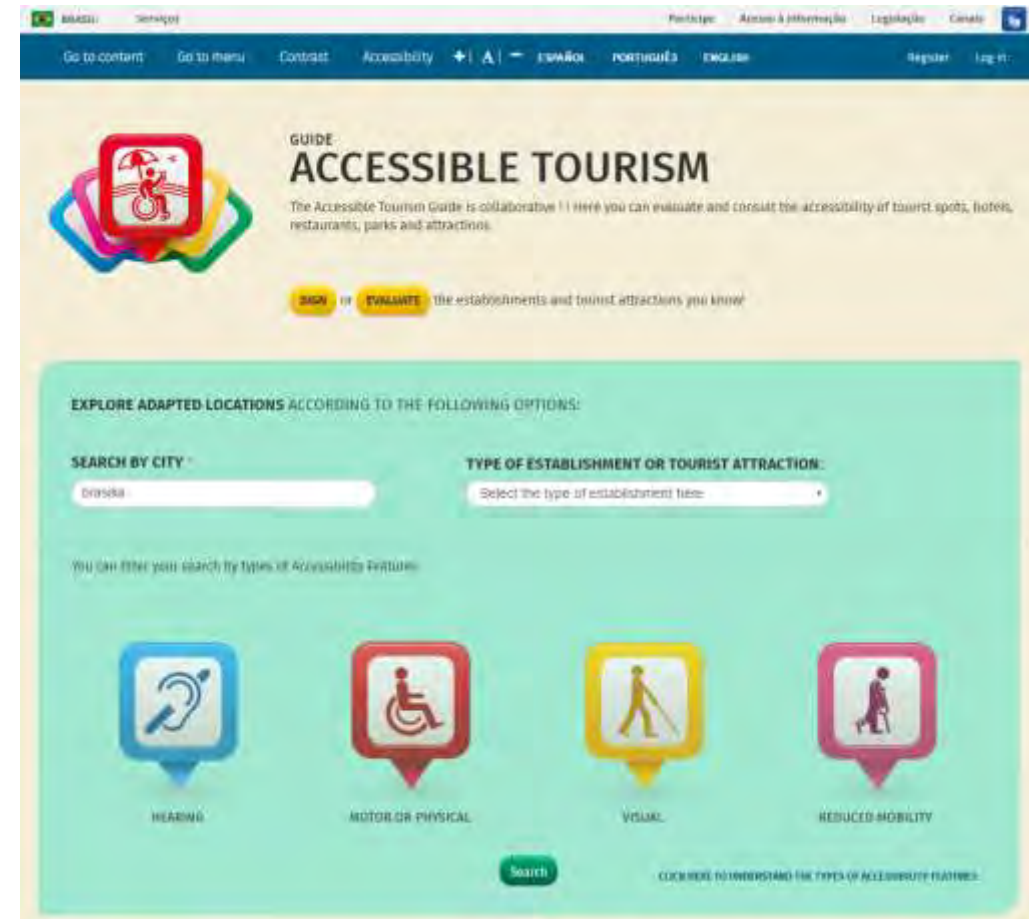
Tourism actions for Rio 2016

Responsible Tourism



Accessible Tourism

The Accessible Tourism Guide is collaborative. The user can evaluate and consult the accessibility of tourist spots, hotels, restaurants, parks and attractions.



Tourism actions for **Rio 2016**

Responsible Tourism



Tourism and Sustainability Guide

The "Tourism and Sustainability" guide, which has the purpose of disseminating knowledge and sustainable practices that can be replicated in the enterprises, generating a positive return in one or more of the economic, social and environmental aspects.



Tourism actions for Rio 2016

Responsible Tourism

During the Olympics and Paralympics Games
Guide release: How to serve people with
disabilities well



Tourism actions for Rio 2016

Responsible Tourism



During the Olympics and Paralympics Games
Guide release: How to serve LGBT tourists well



Promoções para casais

Em caso de haver promoções especiais para casais, estenda também o benefício para casais homoafetivos ou formados por pessoas trans. Além de demonstrar respeito por todos os clientes, evitará possíveis discussões desnecessárias, uma vez que discriminação é crime.



Tourism actions for Rio 2016

Responsible Tourism

During the Olympics and Paralympics Games
Guide release: How to serve elderly tourists well



30

Empreendimentos e atrativos turísticos

Alguns turistas idosos têm mobilidade reduzida, sendo importante se observar a acessibilidade nos espaços e destinos turísticos, especialmente:

- Disponibilizar corrimãos nas escadas e declives.
- Evitar degraus muito altos.
- Adequar pisos para serem antiderrapantes.
- Em caso de pacotes turísticos, dar preferência a atrativos e equipamentos adaptados às normas e padrões de acessibilidade.



Tourism actions for **Rio 2016**

Responsible Tourism

MINISTRY OF
TOURISM



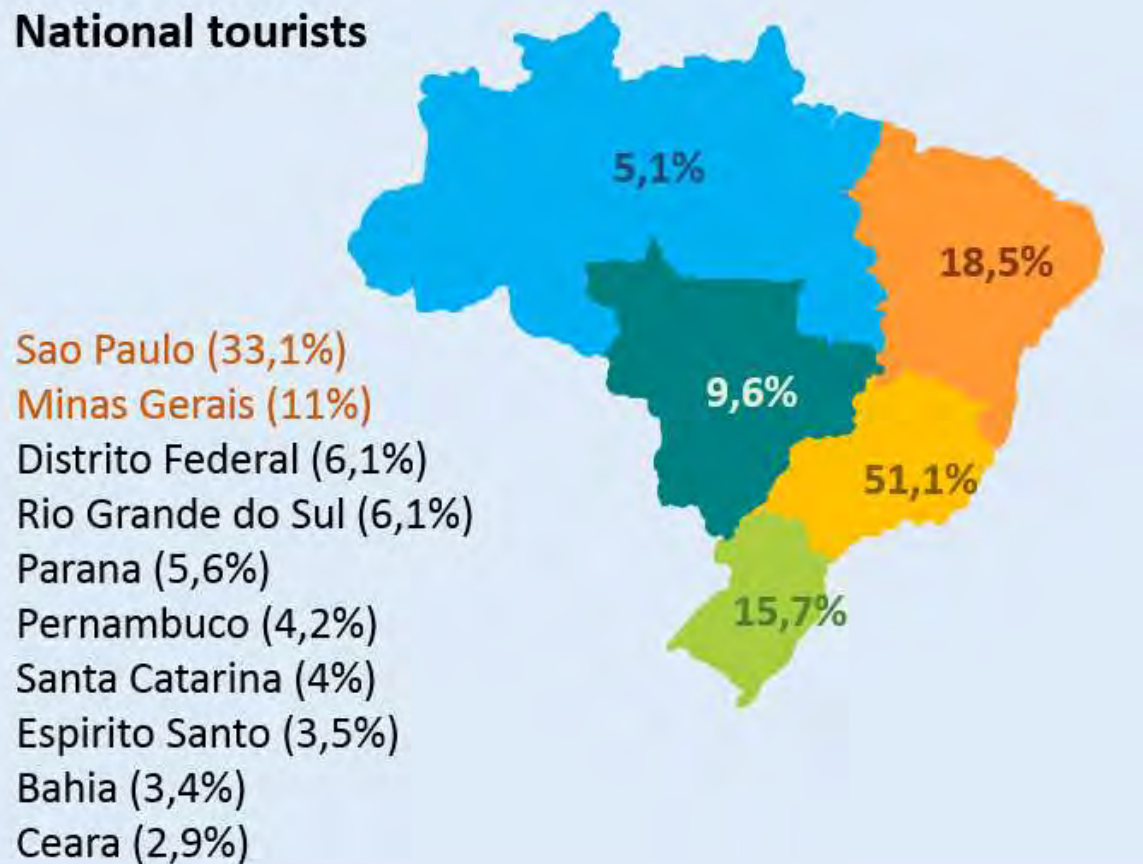
Tourism actions for Rio 2016

Results

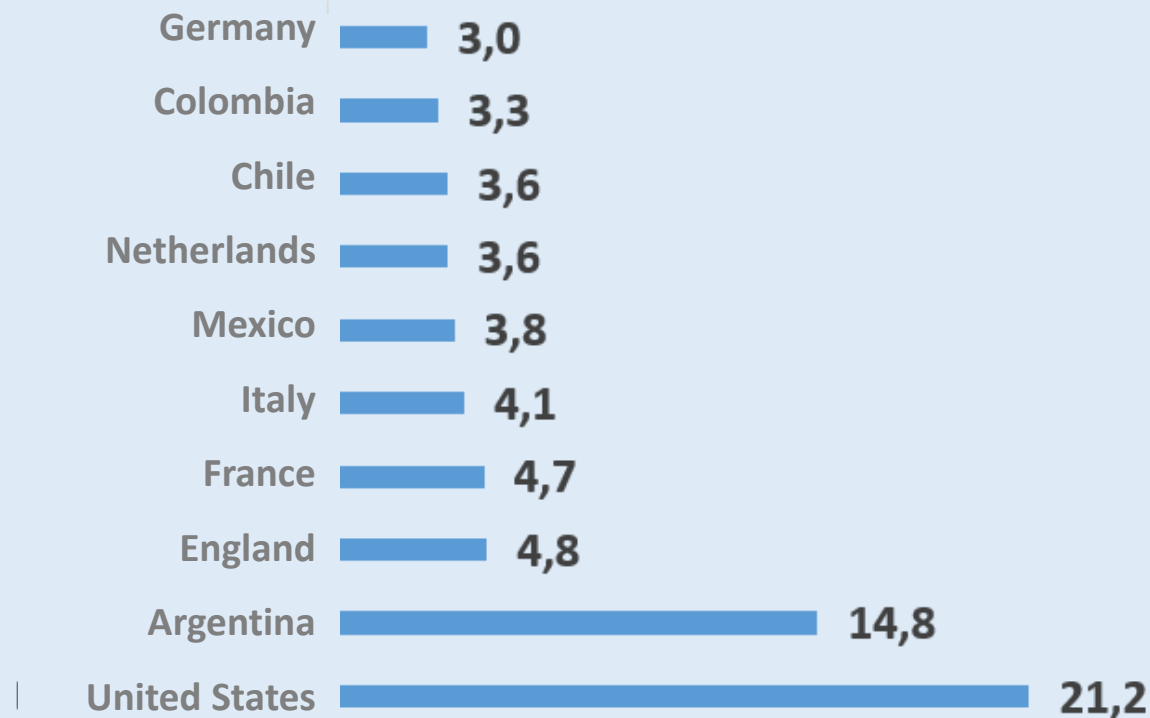
MINISTRY OF
TOURISM



National tourists



International tourists



Tourism actions for Rio 2016

Results

National tourists (profile)

Age (average): **37,6 years** 35,7

74,6% have a university degree or did postgraduate 80%

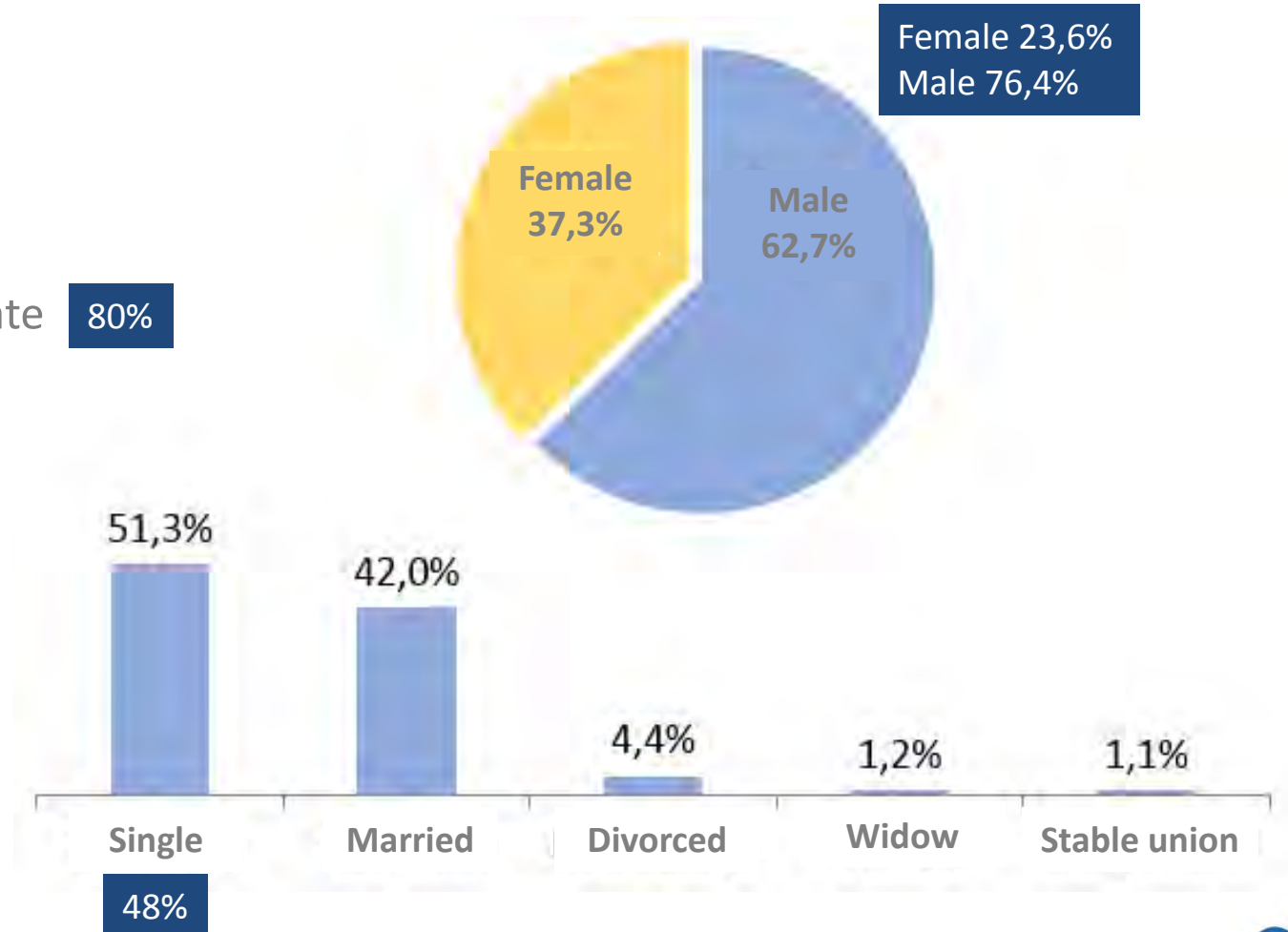
80,7% gross income above **US\$ 500**

Length of stay in Rio: **10,3 days**

Average spend per day: **US\$ 96.56**

96,3% never has participated in an Olympic Games

92,5%



Tourism actions for Rio 2016

Results

International tourists

56,5% visited Brazil for the first time **58,5%**

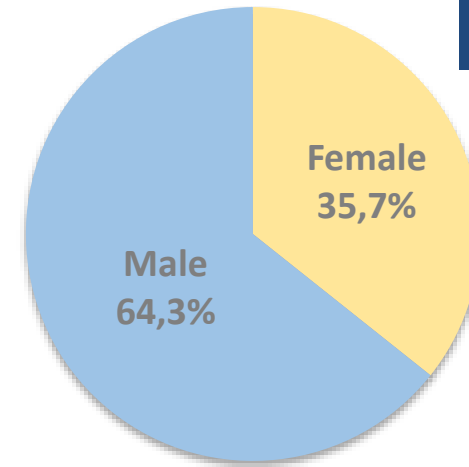
Month income (average): **US\$ 3.581** **US\$ 4.760**

Length of stay in Rio: **11,7 days** **15,7**

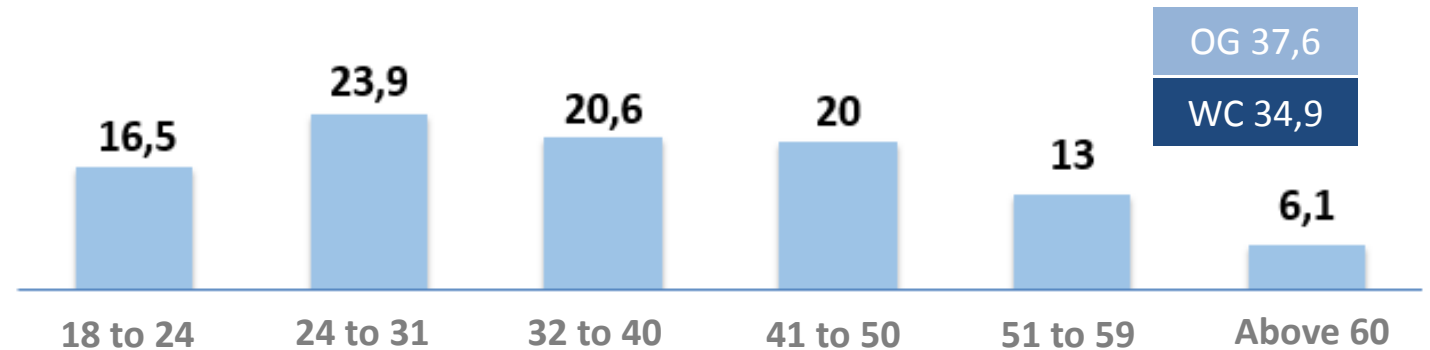
Average spend per day: **US\$ 103.72** **US\$ 134**

Main activities carried out

- Go to the beach **77,3%** **80,7%**
- Shopping **67,2%** **66,4%**
- Gastronomy **62,6%** **74,2%**
- Culture **55%**
- Night time fun **38,3%**



Female 12,5%
Male 87,5%



Tourism actions for Rio 2016

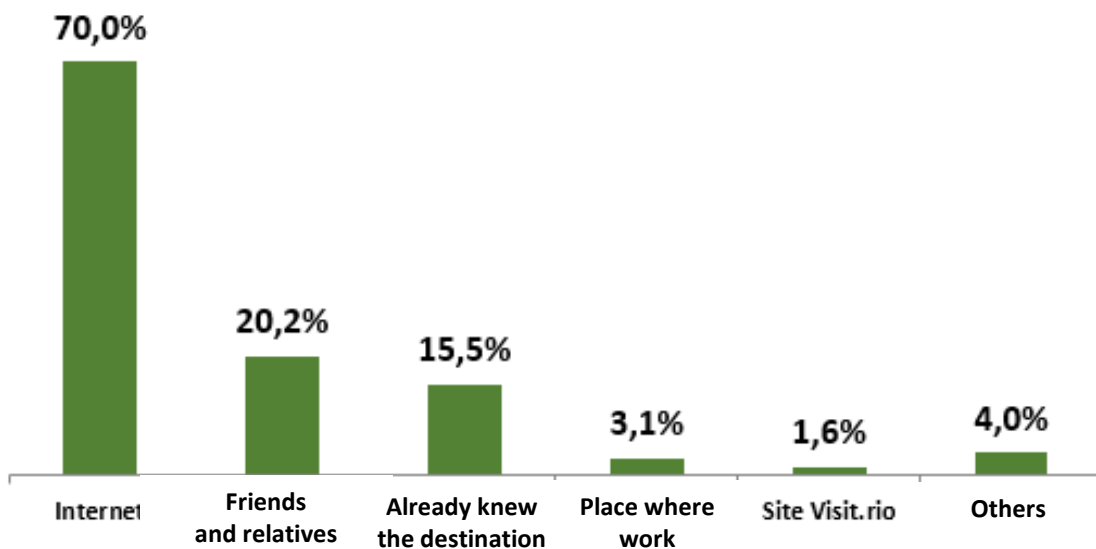
Results

MINISTRY OF
TOURISM

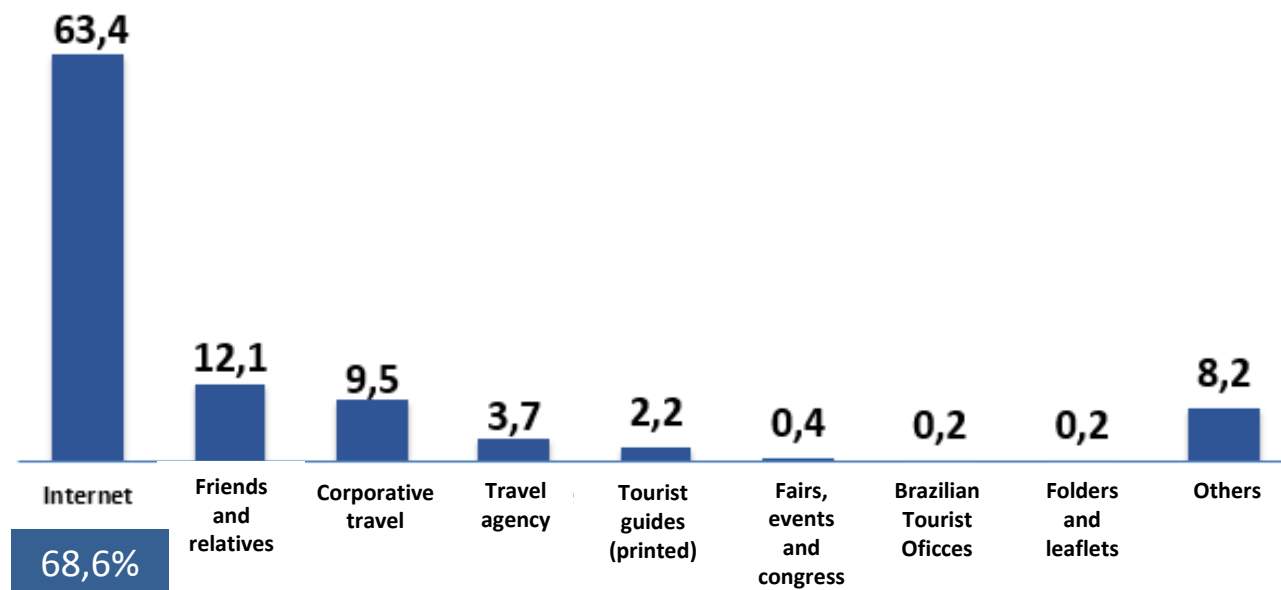


Source of information to the travel organizing

National survey



International survey



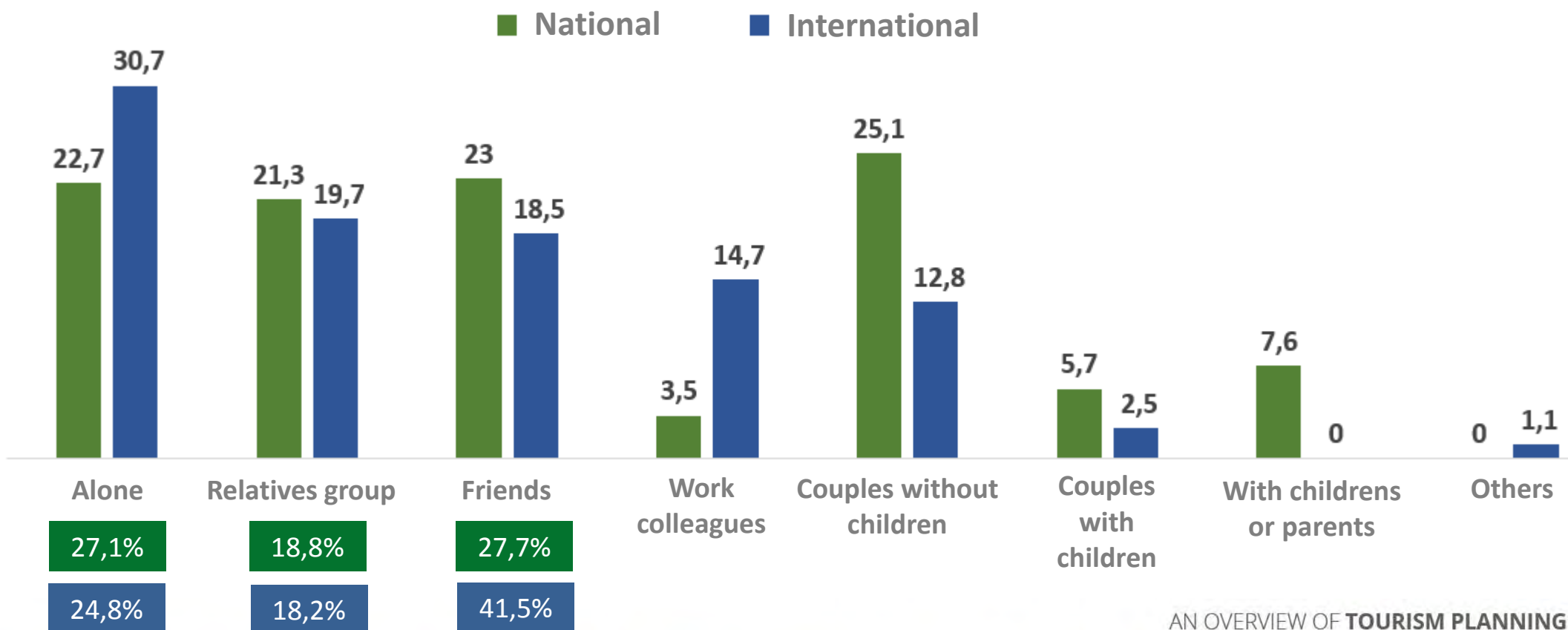
Tourism actions for Rio 2016

Results

MINISTRY OF
TOURISM



Composition of the travel group

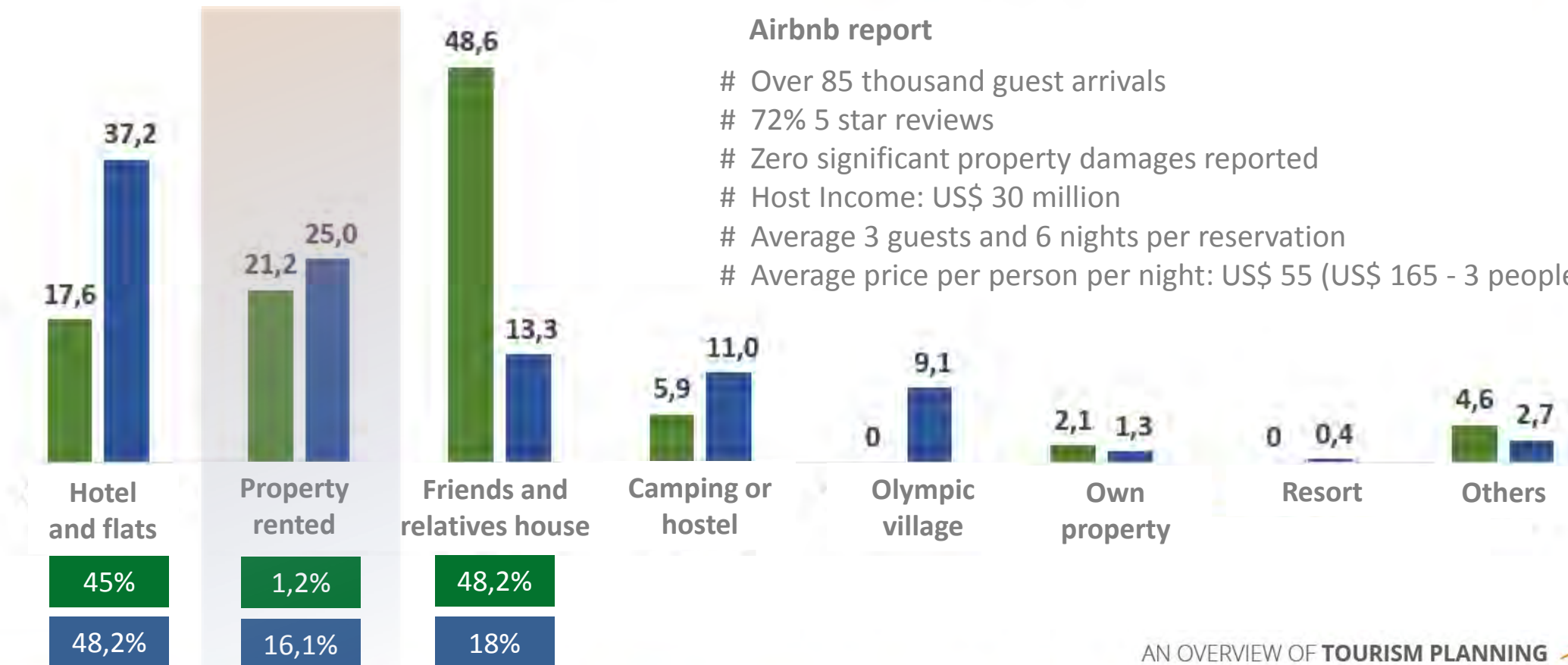


Tourism actions for Rio 2016

Results

Accommodation

■ National ■ International



Airbnb report

- # Over 85 thousand guest arrivals
- # 72% 5 star reviews
- # Zero significant property damages reported
- # Host Income: US\$ 30 million
- # Average 3 guests and 6 nights per reservation
- # Average price per person per night: US\$ 55 (US\$ 165 - 3 people)



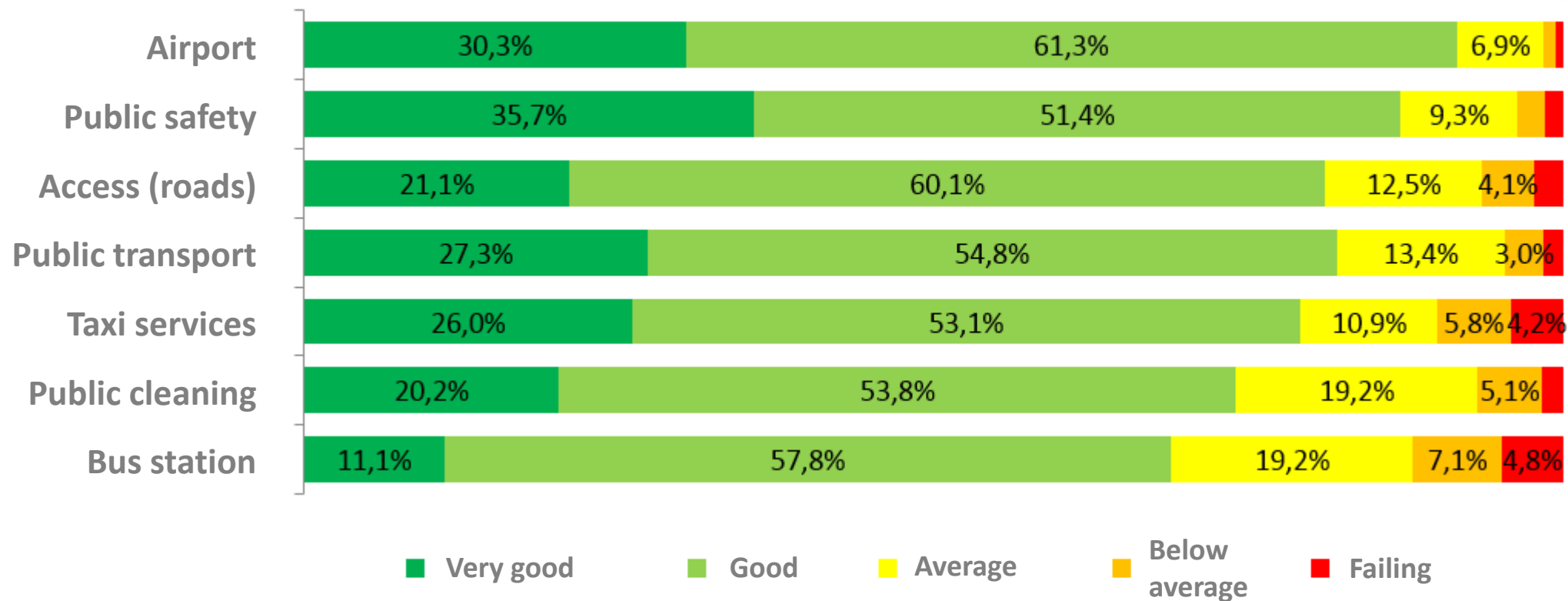
Tourism actions for Rio 2016

Results

MINISTRY OF
TOURISM



Rio de Janeiro – city evaluation (national tourists)

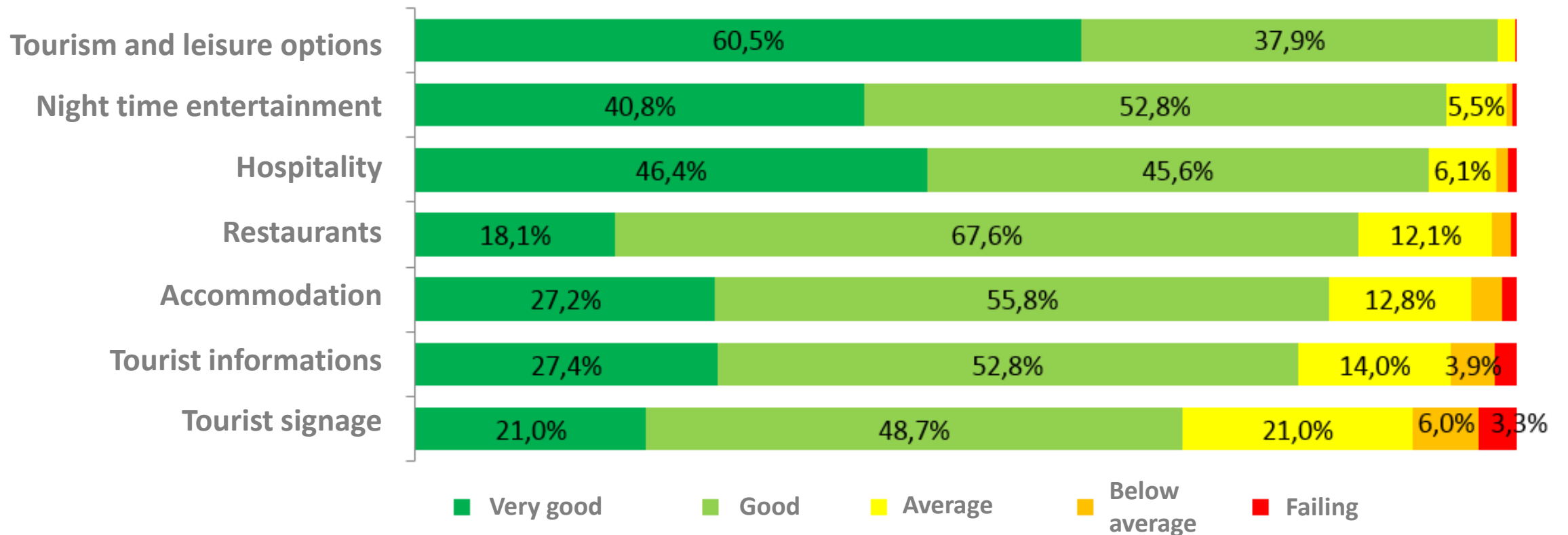


Tourism actions for Rio 2016

Results



Rio de Janeiro - city evaluation (national tourists)



Tourism actions for Rio 2016

Results

MINISTRY OF
TOURISM



Infrastructure (international tourists)



Tourism actions for Rio 2016

Results



Tourist infrastructure (international tourists)



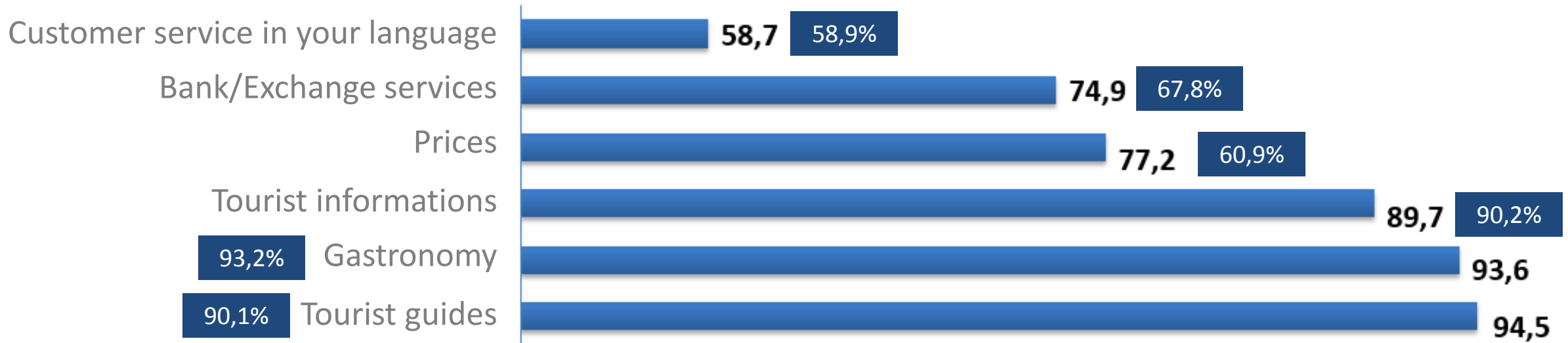
Tourism actions for Rio 2016

Results

MINISTRY OF
TOURISM

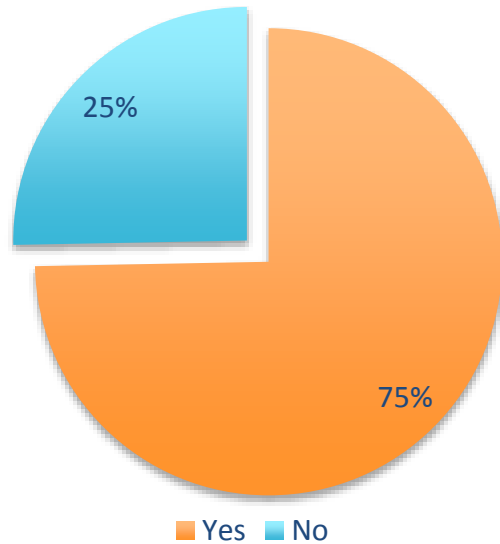


Tourist services (international tourists)



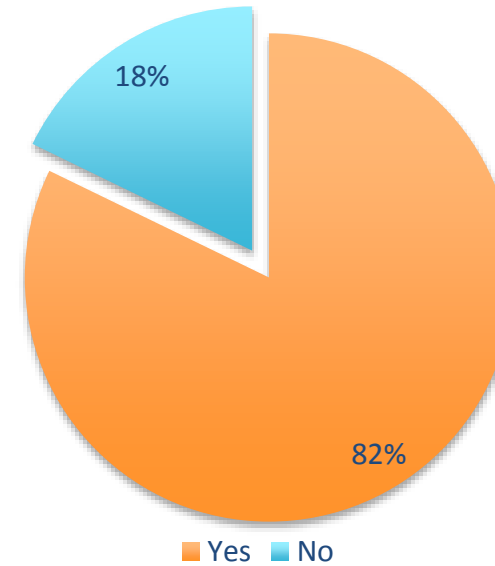
Tourism actions for Rio 2016

Results



Japan, USA, Canada and Australia tourists

Used the visa waiver



Japan, USA, Canada and Australia tourists

If the visa waiver could facilitate your return

International tourists

98,6% evaluated well the Brazilian hospitality **97,4%**

83,1% stated that the trip has met or exceeded their expectations **83,2%**

87,7% stated that they intend to return to the city **95,3%**

National tourists

98,7% stated that the trip has met or exceeded their expectations

94,2% stated that they intend to return to the city



Bibliographic references



- # Staff of the Presidency of the Republic*
- # Ministry of Tourism*
- # Brazilian Tourist Office - Embratur*
- # Ministry of Sports*
- # Rio de Janeiro City Hall*
- # Organizing Committee of the Olympic and Paralympic Games Rio 2016*
- # Brazilian Olympic Committee*
- # Airbnb*
- # Youtube*
- # Brazilian Trade and Investment Promotion Agency – ApexBrasil*
- # International Olympic Committee*
- # International Paralympic Committee*





THANK YOU

MINISTRY OF
TOURISM

