

SPORTS TOURISM IN SÃO VICENTE - BRASIL





Brazil in the world

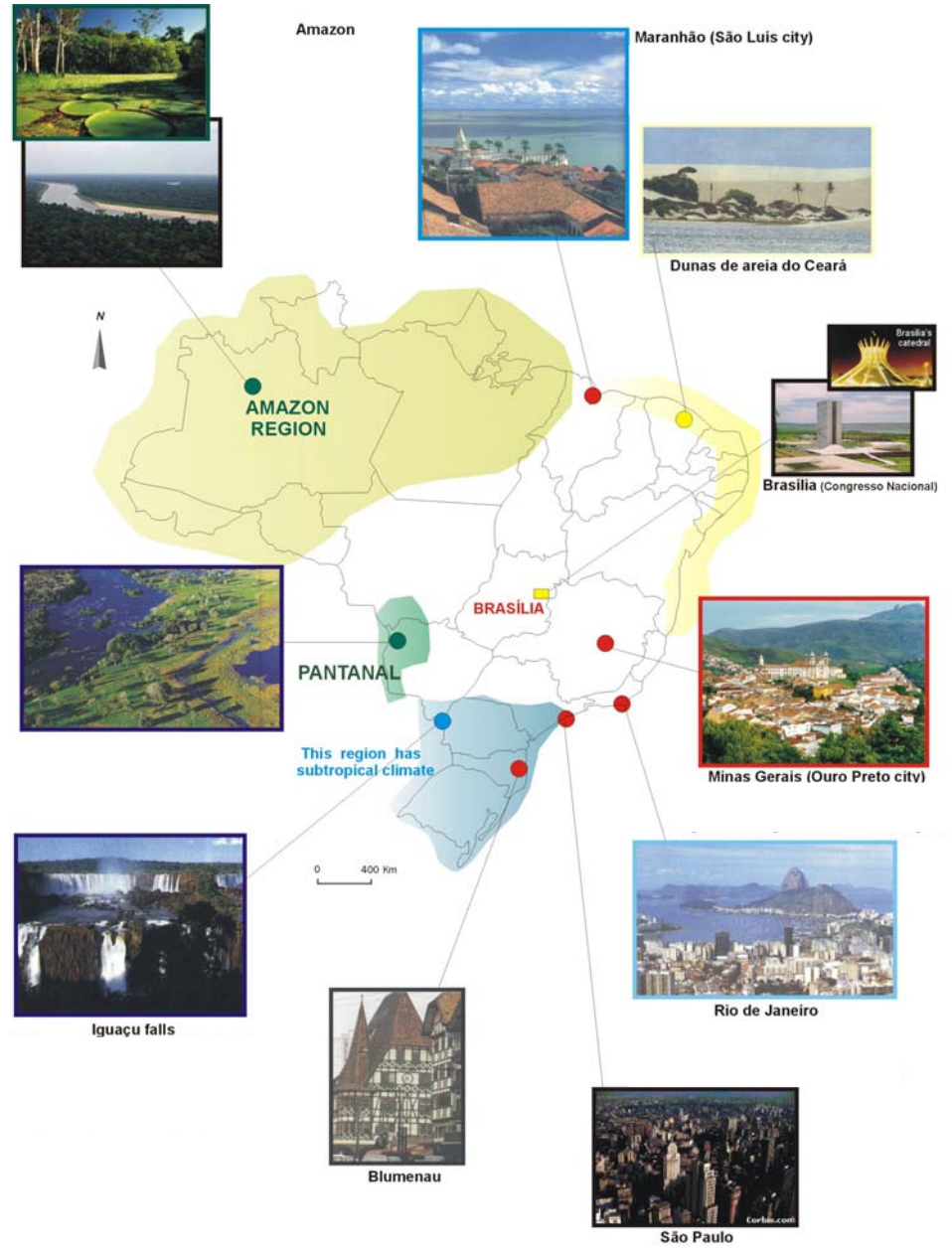




Regions in Brazil

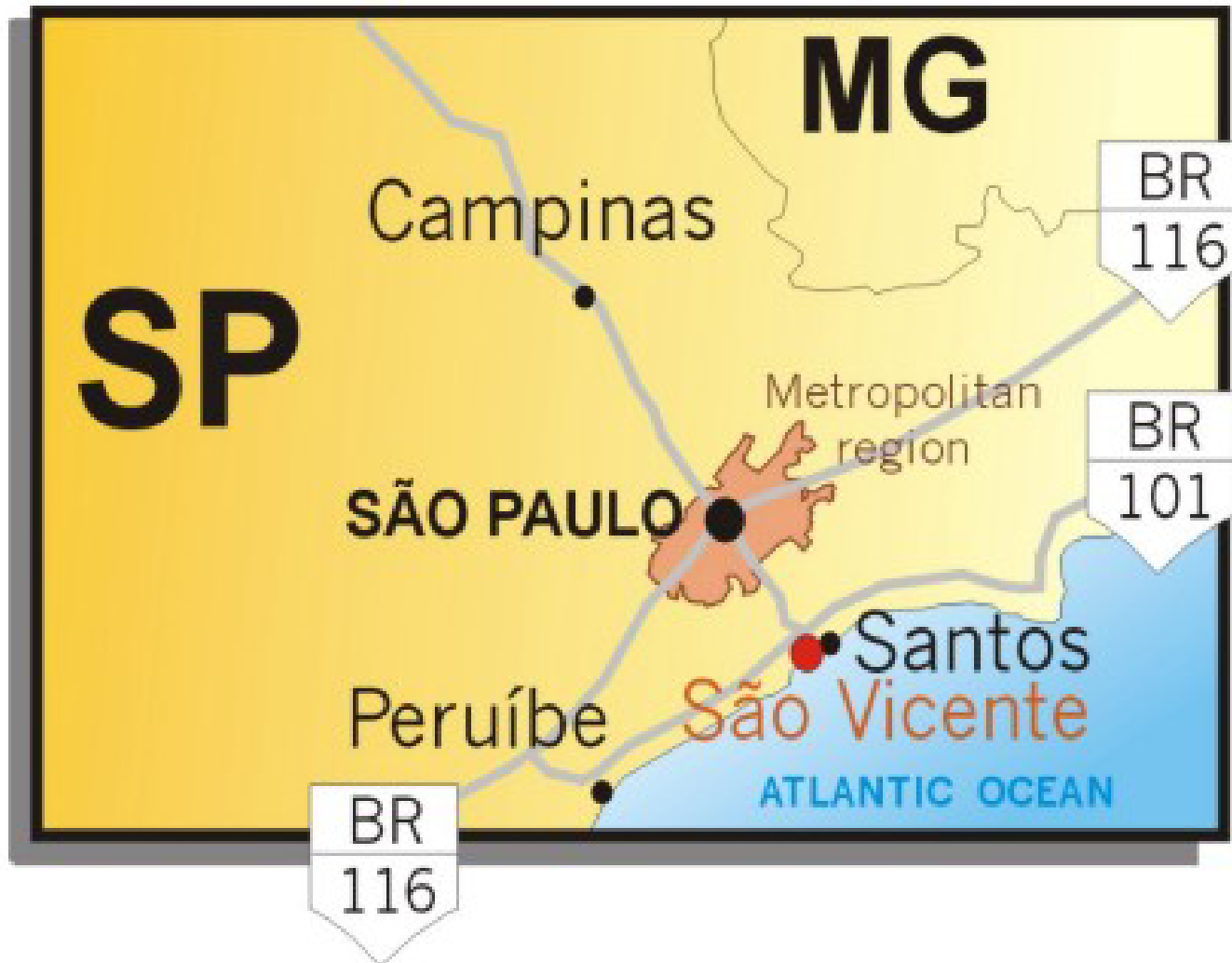


Tourism Point of Brazil





Metropolitan Region





Characteristics of São Vicente

Total Area: 146 Km²

Island: 18 Km²

Continent: 117 Km²

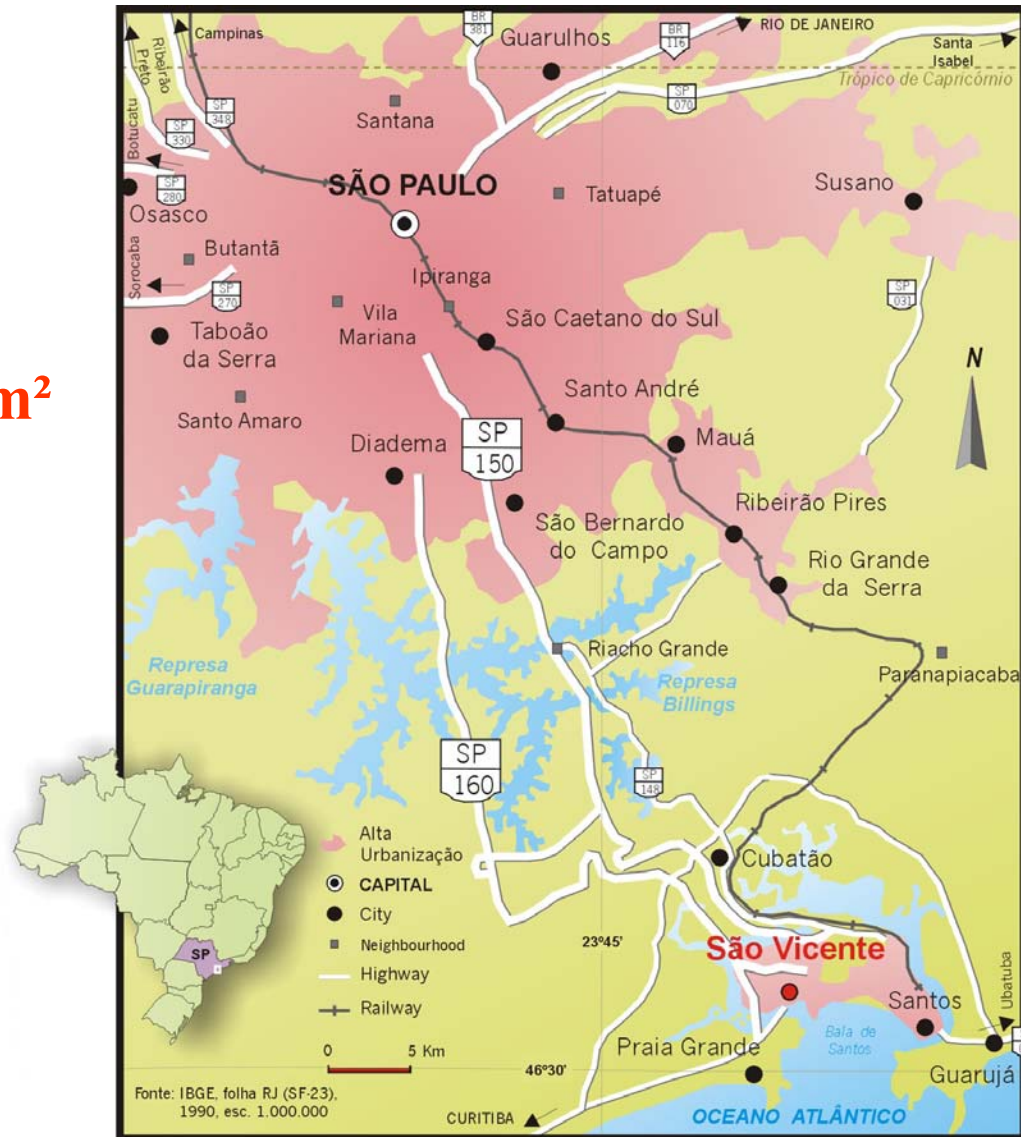
Population: 302,000

Distance of Capital 60 Km

Temperature average 23°C

Latitude: S 23 57' 35"

Longitude: W 46 23' 15"



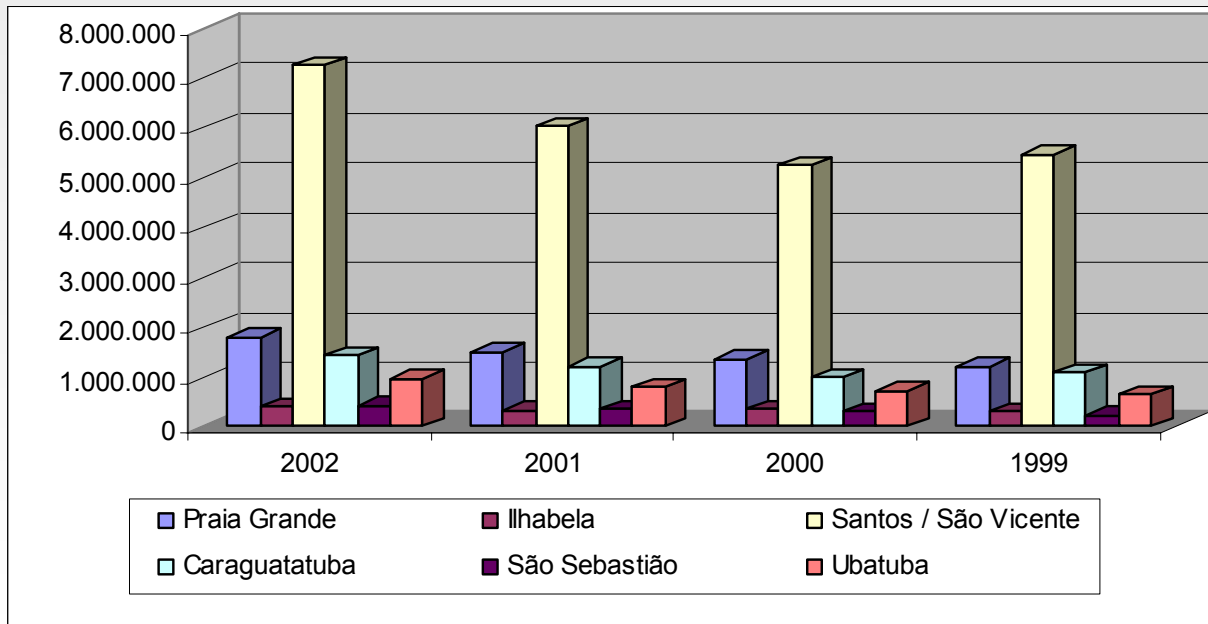
Number of Tourist



Summer Season

	2002	2001	2000	1999
Praia Grande	1.800.000	1.500.000	1.350.000	1.215.000
Ilhabela	396.000	330.000	350.000	300.000
Santos / São Vicente	7.248.606	6.040.505	5.252.613	5.477.517
Caraguatatuba	1.440.000	1.200.000	1.000.000	1.100.000
São Sebastião	420.000	350.000	315.000	230.000
Ubatuba	960.000	800.000	720.000	648.000
Total	12.264.606	10.220.505	8.987.613	8.970.517

Embratur





Origin of Tourist

Origin of Tourists	%
São Paulo - Capital and others Municipal District of Metropolitan	52,50
Intirior near the city of São Paulo Campinas, Sorocaba, Piracicaba São Carlos and others	17,60
Rio de Janeiro	3,70
Other Municipal District	25,00
Other Country	1,20
Total	100



Type of accommodation

Type Accommodation	%
House of friend ou parent	56
Rent apartment or house	31
Hotel	4
Boarding House	4
Others	5
Total	100
Marketing Turístico - Não computado turista de um dia	

Points Tourist



Brazilian`s Flag



Main Church



Portuguese Discovery Symbol



Ipupiara Park



Itararé`s Beach



Suspension Bridge

SPORTS



Sailing

Place: Praia do Gonzaguinha

Risk: Average



Target Public: Young

Level: Competition

SPORTS



Skurf and Wakeboard

Place: Gonzaguinha's Beach

Risk: Average



Target Public: Young

Level: Competition

SPORTS



Surf

Place: Beach of Itararé or

Beach of Itaquitanduva

Risk: medium



Target Public: Young

Level: Competition

SPORTS



Diving

Place: Laje de Santos

Risk: Medium



Target Public: Young

Level: Amateur

SPORTS



Eco-Tourism



Place: Itaquitanduva's beach trail and Itapeva Coastal Track

Target Public: Young

Level: Amateur

Risk: Low



SPORTS



Vôo Livre

Place: Hill of Itararé

Risco: High



Target Public: Young

Level: Competition



Final Remarks: Sports Tourism and the search for a new kind of visitor to the city

1st - Xixová-Japuí Park could be a bigger eco-tourism potential for the county, but now it's under-exploited

2nd - Skaters, bikers and roller-skaters go mainly to the inclined streets of Porchat Island to practise their sports



Final Remarks: Sports Tourism and the search for a new kind of visitor to the city

3rd- The low-level of usage of the continental area of the county is upsetting, because most of the tourism attraction are restricted to the island area, which only makes up 10% of the total county area of São Vicente.

4st- Creation of associations for other sports



Final Remarks: Sports Tourism and the search for a new kind of visitor to the city

5st- The cities of Santos and São Vicente are being more and more sought after by the elderly, as much for a place to spend their holidays as a permanent place of residence

