

Survey points out that the main Carnival destination in Brazil in 2014 was São Paulo



Parade of the 2014 Samba School Champion, Mocidade Alegre. Photo: Marcos Lins/ SPTuris.

A survey carried out by the online agency Viajanet during the 2014 Carnival showed the city of São Paulo as the destination most sought after by Brazilian tourists who purchased airline tickets.

Amongst the most visited cities, São Paulo achieved 32.5% of preference, almost double that of the second place city, Rio de Janeiro, with 19%. Salvador, Recife and Brasília completed the list of the 5 best placed.

The data shows that this holiday is a winner for the capital's tourism. "The numbers took us by surprise, but also shows the potential of our Carnival, not only in the Samba Parade and streets, but also in alternative tours, as after all we have the greatest cultural offer in Latin America" said the Tourism Secretary and President of SPTuris, Wilson Poit.

The Brazilian state capitals most sought after by tourists travelling by plane for Carnival 2014 according to Viajanet were:

- São Paulo – 32.5%
- Rio De Janeiro – 19%
- Salvador – 10%
- Recife – 8%
- Brasília – 7%
- Fortaleza – 6.5%
- Curitiba – 6%
- Porto Alegre – 6%
- Florianópolis – 3.5%
- Maceió – 2.5%

**Source: ViajaNet, with data from sales compiled up to the 18th of February 2014.*



Street Carnival seen as positive by the revelers

The São Paulo City Tourism Observatory, research center of São Paulo Tourism (SPTuris, Municipal Tourism and Events Company) divulged today a poll taken between the 21st and 23rd of February on the main social networks used currently to find out what users are saying about the street Carnival in São Paulo. Messages and photos were collected using references “carnival”, “street” and “São Paulo” posted on Twitter, Facebook, Instagram, Foursquare and Youtube.

Amongst the results, the poll found out that the direct audience was 3.4 million people, of which the overwhelming majority were positive and just 7% were negative.

The main posts were photos on Instagram of people having fun in Carnival troupes (45%) messages about Carnival troupes (33%) and the publicizing of the São Paulo Carnival program (19%). Other subjects came to just 3%.

The peak of posts was on Sunday, with 65%, followed by Saturday with 23% and Friday with 12%.

The social networks most used were Instagram (45%), Facebook (31%), and Twitter (20%). Other networks were 4%.

Amongst the main words used by web surfers, besides the obvious words such as “carnival” “troupe” “street” and “parade” there were references to troupe names “pimento (pepper)” “sargento (sergeant)” and “baixo” (short) and to districts such as “Vila Madalena” and “Augusta”.

2014 Carnival Poll taken at the Samba Parade

The Tourism Observatory took a poll at the Anhembi Samba Parade. 20 pollsters took questionnaires from the public during the parade days of the Samba Schools special group.

The highlight was the increase of 1.16% in the number of tourists (15% of the public present) and the increase of 4.5% in spending by these visitors (going to R\$ 762 in the period) and the increase of their average stay in the city from 2.6 to 4.4 nights.

Another fact that drew our attention was that of the opinion of the public as to the Carnival organization. The majority (50.5%) considered it had been better or much better than the previous year.

Meanwhile the poll of social networks on the Carnival at the Anhembi Samba Parade, taken between February 24th and March 1st, showed that the direct audience of messages posted on Twitter and Facebook on the Samba Schools Parade was 12 million, with a peak on Saturday with 6.2 million. Facebook was the network most used, with 72% followed by Twitter (24%) and Instagram (2%).

In relation to the content of messages, only 3% were negative, and that the majority posted messages of support for the Samba Schools (67%), on the content of parades (16%) and on the event's program (8%).

According to the President of SPTuris and Municipal Secretary for Tourism, Wilson Poit, this year's Carnival was a success. "We had grandiose parades and lots of dedication, not only from the Schools and Troupes, but also from the São Paulo City Hall. A highlight was the increase in Street Carnival, of which, in the coming years, we will invest in heavily. There are points that need improving, but these will be corrected by next year and we will improve year after year. Most important is that carnival is growing and becoming more democratic and accessible to all" he said.

According to Poit, SPTuris is preparing novelties for next year. "Our objective is to have stronger strategic planning, well in advance, improving the Carnival organization and seeking further partners, not only for the Samba Parade but also for the Street Carnival." He added.

Champions Parade

The first five of the Special Group and the two winners of the Access Group will return to the Anhembi Samba Parade next Friday, March 7th starting at 10 p.m. for the Champion's Parade. Tickets, from R\$ 70, are for sale at the Anhembi ticket offices.

Check the order for the Champion's Parade

2nd Place Access Group – Mancha Verde
1st Place Access Group – Unidos de Vila Maria

5th Place Special Group – Dragões da Real
4th Place Special Group –Tucuruvi

3rd Place Special Group – Águia de Ouro
2nd Place Special Group – Rosas de Ouro
1st Place Special Group – Mocidade Alegre