

São Paulo hosts F1 and receives tourists from all over the world

There are 20 days left to the Brazilian F1 Grand Prix, an event that will be held in November 15, and all arrangements are already settled at the Autódromo José Carlos Pace. Men are working day and night to finish constructions in technical facilities and, by the next days, the teams will come with their cars and equipments.



Nico Rosberg. Photo: Beto Issa/ GP Brasil.

According to the president of São Paulo Turismo (SPTuris, municipal company of tourism and events that manages the Autódromo José Carlos Pace), Alcino Rocha, collaborators are quite engaged in getting things done. “Our staff is committed to deliver everything in the best way as possible. We want to see another great show in the city and receive a wider audience at Interlagos”, he says.



Interlagos. Photo: José Cordeiro/ SPTuris.

But who are the Formula 1 fans that are going to watch the race at the Autódromo? Since 2004, the Observatory of Tourism and Events, center of research and market intelligence of São Paulo Turismo (SPTuris, municipal company of tourism and events), performs research on the audience profile during the event.



Interlagos. Photo: José Cordeiro/ SPTuris.

Men, of around 35 years of age and with complete higher education. These are the most common characteristics of who attends the GP Brazil, according to the survey. And the proportion of tourists is large: 40%, of which around 15% are foreigners; the highest percentage among all events surveyed by SPTuris. Who never bumped into a Czech in the streets of São Paulo? That is probably because you were not at the Formula 1 event at the Autódromo José Carlos Pace. Among the more unusual tourists in São Paulo during the year, but who regularly attend to Formula 1 São Paulo, are people from countries such as India, Scotland, Dominican Republic, South Africa, Czech Republic, and Angola.

Expert audience and locomotion

Among the data of 10-year-old historical series, the survey showed that there was an increase in the amount of people with more than 60 years at the event: in 2004, they accounted for 1.1% of the total audience, reaching the peak of 7.24% in 2013. A decade later, there was a decrease in the use of cars to arrive at the local, dropping from 58% to 39% in 2004.

For the SPTuris manager, John Mihalik, these numbers reveal a lot about the characteristics of the audience. "Racing fans are still following the category and showing interest in attending the events. Naturally, our audience has been maturing and also making use of public transportation more frequently. And the more interesting on this is that we have also seen more parents with their children", he analyses. "Besides, with the opening of the Autódromo José Carlos Pace train station of CPTM, in 2007, people tend to prefer public transportation rather than cars to go to Interlagos", he adds. Research numbers of 2013 show almost 30% of the audience went by bus and more than 20% went by train.

Touristic and economical impact

The average stay of visitors from other cities was of almost three days – the same period of the event; beginning with free practice on Friday, followed by qualifiers on Saturday, and by the race on Sunday. In 2013 and 2014, two-thirds stayed in hotels or flats. In addition, a percentage of 19% of them pointed out shopping as one of their favorite activities.

Average expenditures increased over time from R\$930 in 2004 to R\$3,000 ten years later. “Such big difference is a result of the accumulated inflation over the past decade. And the economical situation is also important, since, in 2014, tourism chain movements reached the mark of R\$296 millions in the city” Mihalik highlights.

Runs for everyone

In the last 10 years, accessibility was a theme that got the attention of Autódromo José Carlos Pace administration, interested in receiving people with disabilities or reduced mobility in all events.

There were improvements in the infrastructure of various parts of the site, with the installation of ramps, signallings, tactile floors, handrails, bleachers with new reserved areas, and accessible toilets in the sectors. “We have to think about welcoming and giving the same conditions to all. Thus, that was one of our main concerns when implementing improvements in the infrastructure of the Autódromo. And today we are proud to offer a space much more accessible” concludes the President of SPTuris, Alcino Rocha.



Felipe Massa. Photo: Beto Issa/ GP Brasil.