

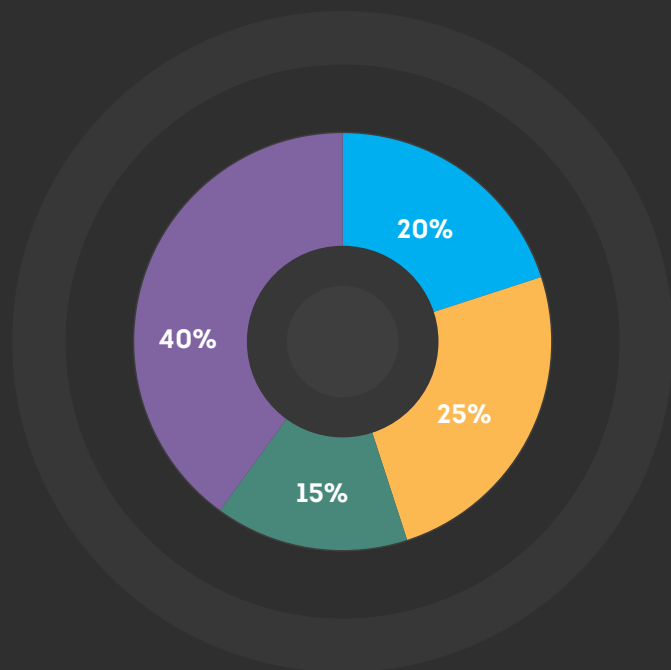
● Perfil do Turista de Navios do Rio

Rio Tourist Profile - Cruises



Perfil do Turista de Navios do Rio 2007

Rio Tourist Profile - Cruises 2007



Idade / Age

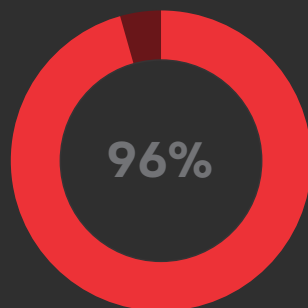
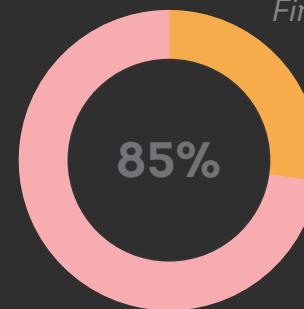
18 - 27

28 - 39

40 - 60

60 +

1ª vez no Rio?
First time in Rio?



Pretende voltar?
Intend to come back?

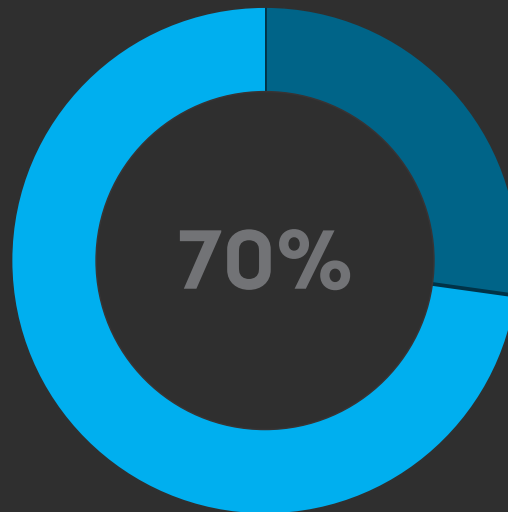


75% **Permanecem apenas um dia**
Stay only one day

60%

Conheceram a cidade por conta própria
Visited the city without a travel agency

Utilizam Agências
Use travel agency



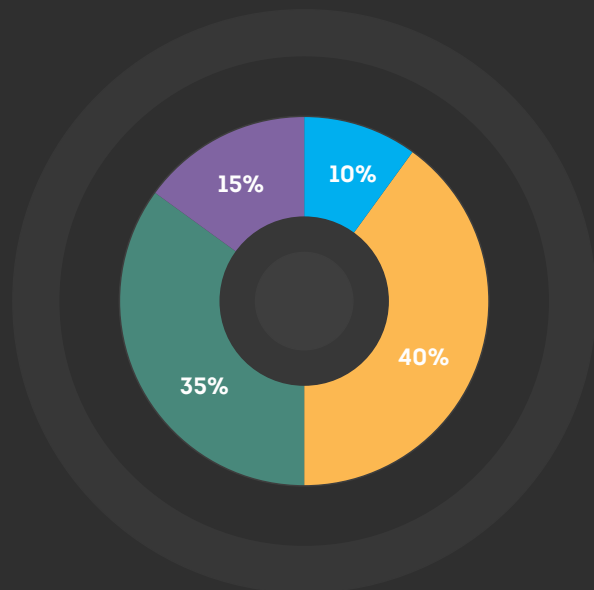
95%

Vieram em grupo ou família
Visited in groups or with family

Perfil do Turista de Navios do Rio 2007

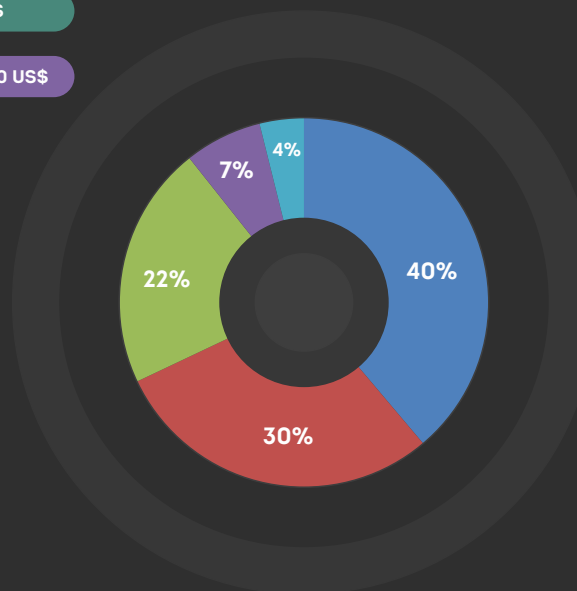
Rio Tourist Profile - Cruises 2007

Gasto / Spending (USD)



RANKING	%
EUA	30%
POR	15%
ALE	12%
ITA	11%
ESP	9%
ARG	7%

Atrações / Attractions





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Rio
CONVENTION
&
VISITORS
BUREAU

