

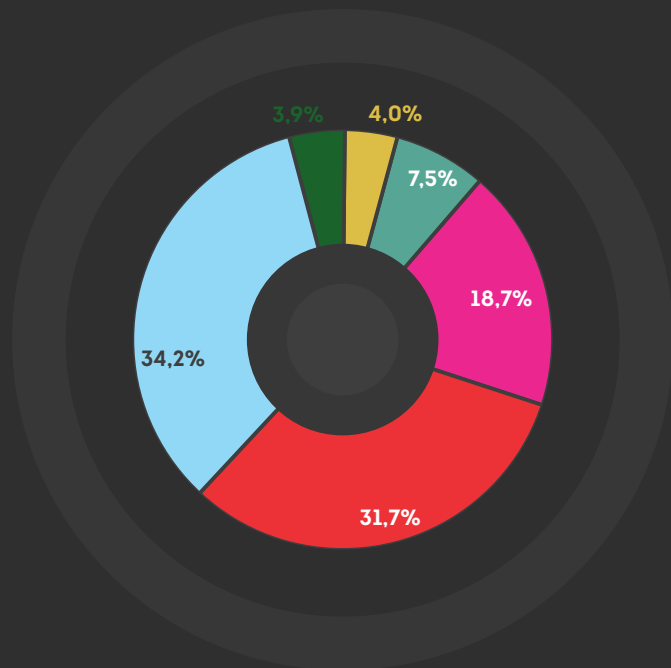
# Perfil do Turista de Congressos do Rio

*Rio Tourist Profile - Congresses and Fairs*

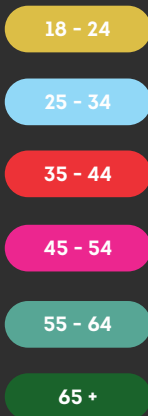


# Perfil do Turista de Congressos do Rio

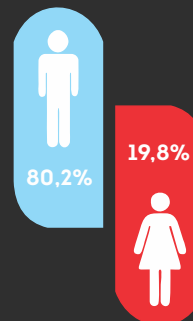
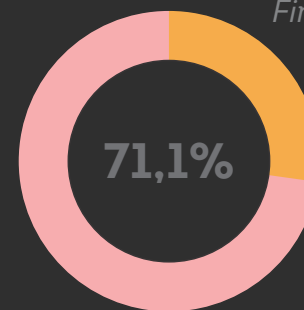
## Rio Tourist Profile - Congresses and Fairs



### Idade / Age

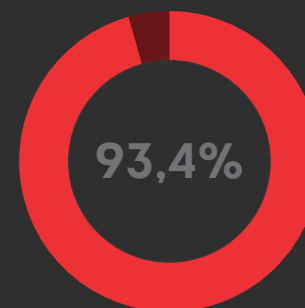


### 1ª vez no Rio? First time in Rio?



Hospedagem / Accomodation	52,9%
Restaurantes / Restaurants	16,9%
Compras / Shopping	10,7%
Transporte / Transportation	7,3%
Lazer / Leisure	5,9%
Telecomunicações / Telecommunications	3,9%
Outros / Others	2,4%

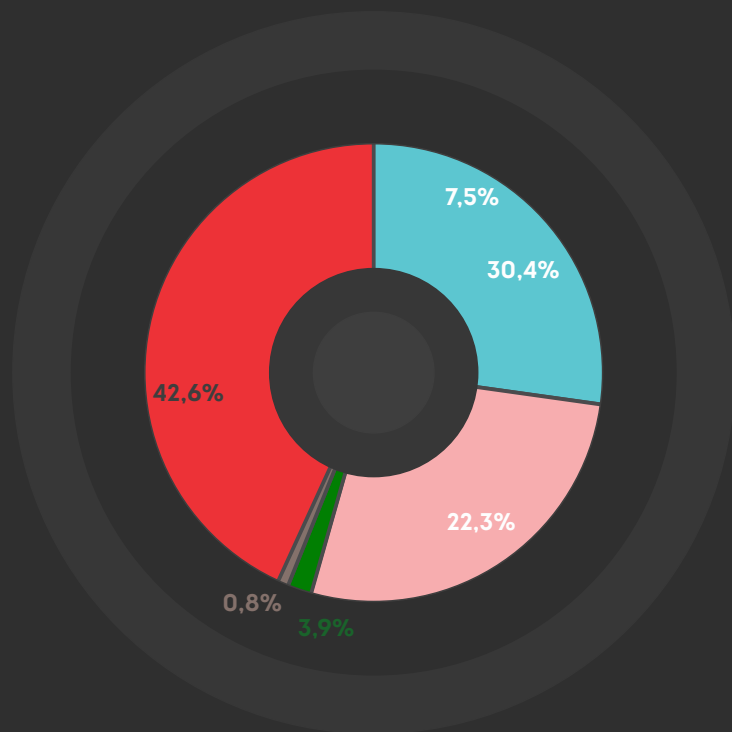
### Gastos Expense



### Graduado ou Pós Graduado Graduate or Postgraduate

# Perfil do Turista de Congressos do Rio

Rio Tourist Profile - Congresses and Fairs



## Legenda | Legend

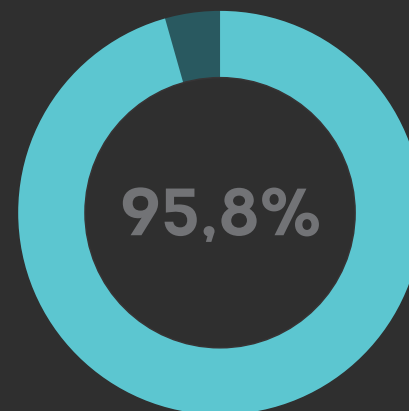
Agencia | *Travel Agency*

Próprio | *Own*

Empresa onde trabalha | *Company of work*

Evento | *Event*

Outros | *Others*

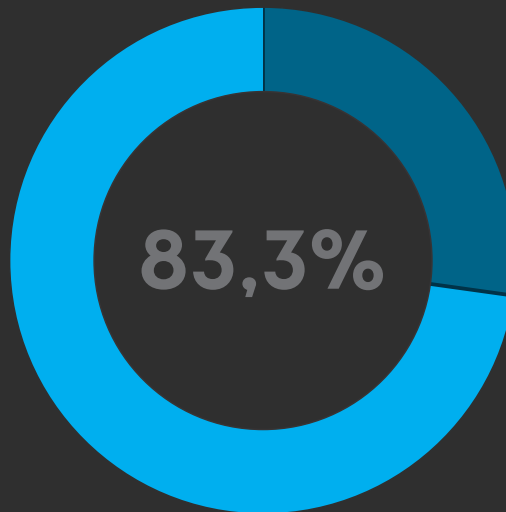


**Ficam em hotéis**  
*Stay in hotels*

**8%**

**Praticaram exercício  
durante a estadia**  
*Exercised during the stay*

**Estenderam sua  
estadia**  
*Extended the stay*

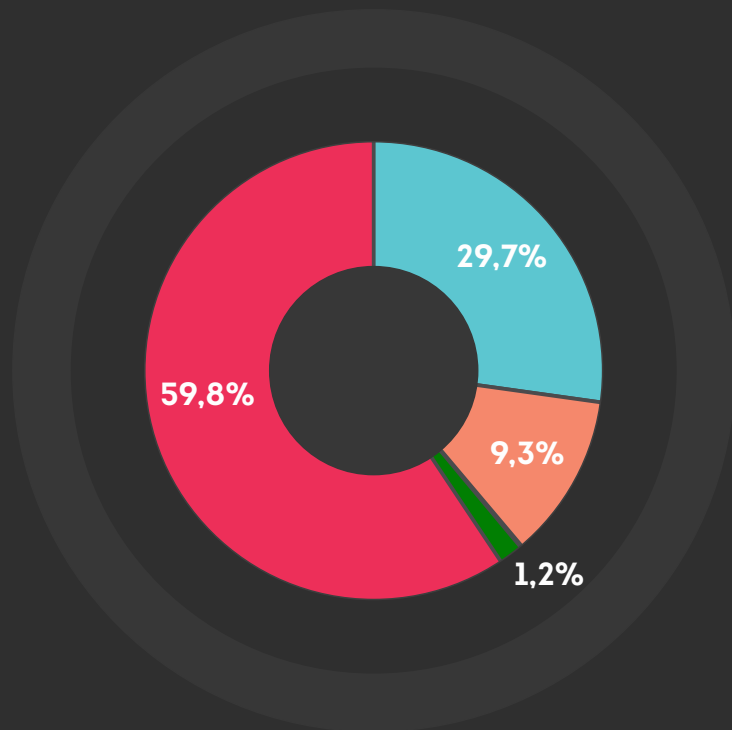


**22,2%**

**Foram à eventos esportivos**  
*Went to Rio attractions*

# Perfil do Turista de Congressos do Rio

Rio Tourist Profile - Congresses and Fairs



# 37,3%

Usam a internet para  
informações turísticas  
*Use the internet to find  
tourist information*

## Legenda | Legend

Sozinho | Alone

Companheiro | Life partner

Família | Family

Outros | Others



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# Rio

CONVENTION

&

VISITORS

BUREAU